

Patronus Marketing News

Keeping You Up-To-Date On The Latest In Internet Marketing Strategies

Patronus Marketing – (877) 727-2431 – www.PatronusMarketing.com

Marketing Tips:

Are You Following Up?

One of the biggest mistakes most companies make in their marketing is failing to follow up. Sending out one brochure or making one phone call is not adequate follow up and won't produce the results you are looking for. Experienced marketers know that it may take up to seven contacts to make an impact on some prospects. Let us help you automate your follow up system and get those leads converted to sales.

Are Your Social Profiles Up-to-Date?

Facebook, Twitter and YouTube are all great ways to build a following of loyal customers, but in order to use these marketing mediums effectively; they need to be kept current. At the very least, you should update your profiles at least once a week. This will keep your followers interested in what is going on with you and your business.

Are You Easy to Contact?

Make sure you put your contact details in all of your social media profiles. You never know how someone might come across your information and you do not want prospective clients to have to hunt for your email or phone number. Make yourself as easy to find as possible.

Using Customer Testimonials On Your Website To Increase Sales

Businesses have been using customer comments and testimonials as a selling tool for many years. When used properly, testimonials can be a powerful and effective way of convincing potential new customers that your product or service is right for them.

However, utilizing effective testimonials is much more than just scattering a few random comments on your website. So what makes for an effective testimonial? And how do you get people to give you the kind that you want?

Effective Testimonials Are Specific

Testimonials that include details about your product or service are much more powerful than a general comment like "I loved it!" General statements will not overcome whatever doubts your potential customers have.

Some great ways to start a specific testimonial are "Your service is great because..." or "Once I started using your product, I noticed...."

Effective Testimonials Are Credible

The best way to establish credibility is to include your customer's full name, location and/or business name with the testimonial. The more detail you provide, the more believable the comments are.

It's also important to refrain from rewriting customer testimonials. Of course you should correct spelling and punctuation mistakes, but once you start changing the wording, you'll lose the individuality of the original writer. All of your testimonials will end up sounding the same, which will make them seem fabricated.

Testimonials are an excellent way to convert your website visitors into paying customers. We know how to place powerful and effective testimonials on your website that will produce results. Contact us today to get started.

Call or Email us today for a FREE Consultation and find out how your website can start working for you almost immediately!

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Online Marketing To Older Consumers

Did you know that 70% of people aged 50-64 are now online? Here are a few easy things you can do to make these older consumers more comfortable with the online portion of your business.

Your "Contact" Page

It's important that your contact details are easy to find and clearly stated. Give people multiple options for contacting you – phone, fax, email, instant messaging, etc. If you have office hours, you should list them on the "Contact" page as well.

Your "About Us" Page

You can create a human connection with your site visitors by creating an "About Us" page that's friendly and communicates the personality of your business. Include pictures of yourself, your staff and your store or office.

You should also include testimonials on the "About Us" page to reinforce your customer service and/or product quality. Make sure to include your contact info on this page also.

Make Things Easy To Find

All consumers like their online shopping experiences to be simple. Make sure your checkout process is easy to understand, your customer service phone number is clearly posted on all pages and that all ordering instructions are clearly stated.

Why Do You Need Backlinks?

When you're discussing any kind of online marketing, the term "backlinks" is sure to come up. So what are they and why do you need them?

If you look around any website, you're sure to find links that you can click on that will take you to another website. That's a backlink - a link from one site on the Internet to another.

Backlinks are important to the success of any website for two reasons. The first is that they can bring visitors and traffic to the site. The second is their importance for search engine rankings.



When one site links to another using a specific term in the link, i.e. "blue widget", search engines see that link as an indication that the site is an authority in blue widgets. The more back-

links a site has using the same term, the higher their search engine rankings will be.

So if 50 sites all link to your site using the term "Phoenix Attorney", there's a good chance that your site will come up on the search engines when someone searches for a Phoenix attorney.

We can put together a backlinking campaign for your website that will get your site ranked in the search engines. We base all our custom linking packages on in-depth keyword research and analysis to get you the best results.

Have you scheduled your FREE consultation yet? Call or Email us.
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