WAYS TO GET CLIENTS

Smack Happy Design | smackhappy.com

TOPICS

Test & Measure

Testimonials

Networking

Creating Content

Newsletters

Social Media

Flat Out Asking

DISCUSSION OVERVIEW

Marketing without data is like driving with your eyes closed.

DAN ZARRELLA, HUBSPOT

EMPOWER YOURSELF THROUGH DATA

With all the privacy concerns out there, it can be even more difficult to get the data you need to make informed business and marketing decisions. However, through being as transparent as possible through clearly stated privacy policies, and safe website practices – you can get the important insights that you need to continuously emerge and evolve.

Many of our clients ask us how exactly to do that.

TRACK YOUR DATA

Google Analytics is free and offers a lot of valuable website data. Make sure it's installed on your website.

VERIFY IT WORKS

There are right and wrong ways to add a Google Analytics tracking code to your website. If you're not sure you've done it correctly – there are tools to verify the passing of data from your website to the tool itself.

IDENTIFY SWEET SPOTS

What are your top three goals? Are they specific? Attainable? Creating SMART goals shortlist will help you look at your data in a different light. Also, there are ways to find "Sweet Spots" so you can better optimize what content you share and when you should share it on what platform.

Website Tracking

Global Site Tag (gtag.js)

This is the Global Site Tag (gtag.js) tracking code for this property. Copy and paste this code as the first item into the <HEAD> of every webpage you want to track. If you already have a Global Site Tag on your page, simply add the *config* line from the snippet below to your existing Global Site Tag.

TRACK YOUR DATA

We've seen websites with more than one code, the code in the footer, or no code at all. Download the tip sheet here to make sure this is set up and running as it should be.

DOWNLOAD TIPS

VERIFY IT WORKS

There are three easy ways to do this. Using the Google Tag Assistant extension in Chrome, Developer Console, or Google Analytics to test real-time traffic.

DOWNLOAD TIPS
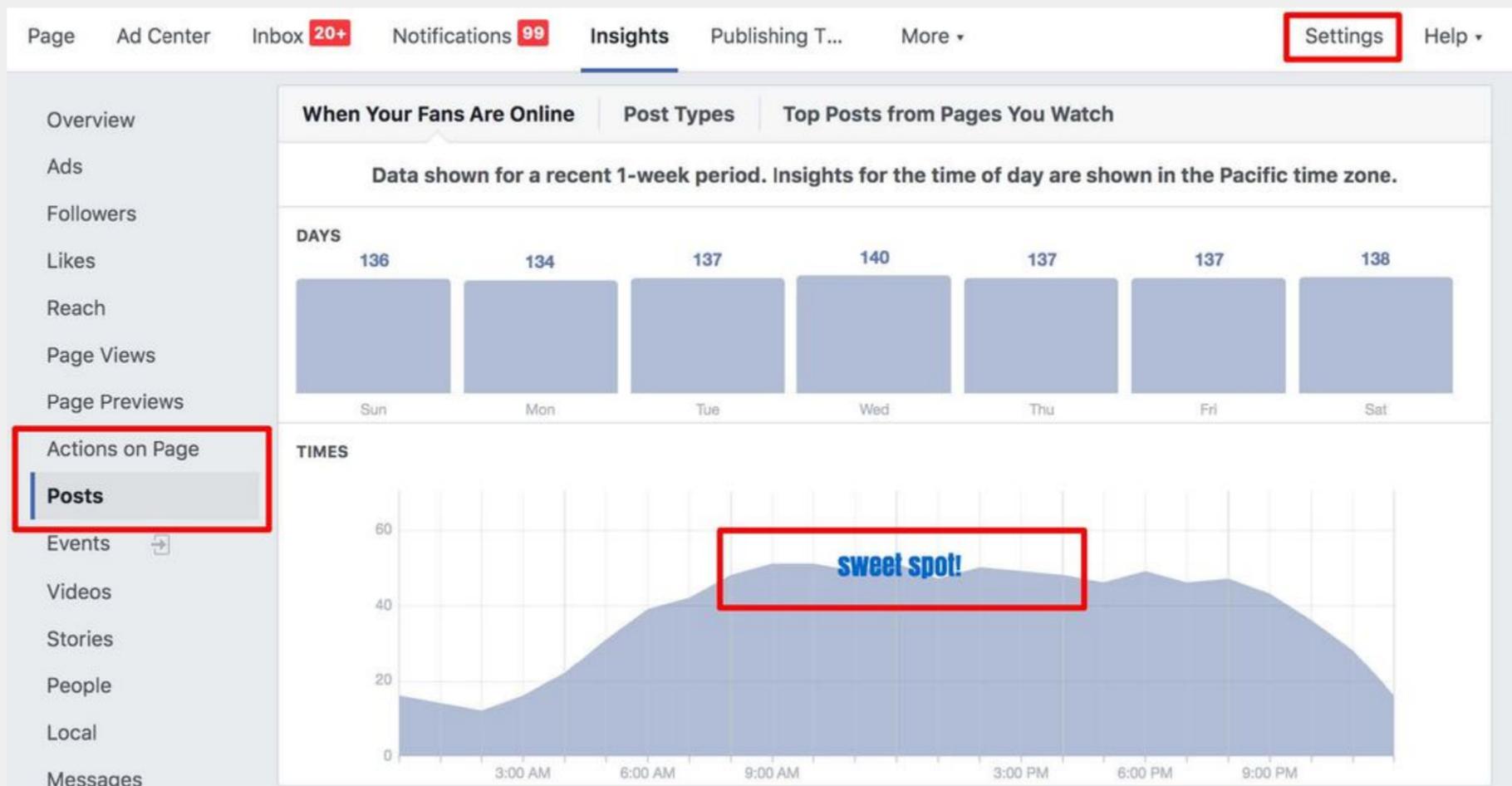
IDENTIFY SWEET SPOTS

DOWNLOAD TIPS

Figuring out when your most engaged audience is online is key for creating and sharing the most valuable content.

ASK HOW THEY FOUND YOU IN FORMS

Ask potential customers, "How did you find us" on your intake forms.

How did you hear about Smack Happy? *

✓ Please select one
Google Search
Yelp
Friend / Colleague
BNI
Networking
Other

ASK AGAIN IN YOUR KICK-OFF MEETING

Even if they already chose an answer on your form, they might have a bigger story to tell you here.

2 Tips

Testimonials describe what has been, and are a promise of what is to come.

RON KAUFMAN, AUTHOR

Instead of "taking your word for it" that your product or service will impact a potential customer's lives in a positive way—testimonials allows real customers hear from other real customers on why the decision they're about to make is a good one.

A SATISFIED CUSTOMER IS THE BEST BUSINESS STRATEGY OF ALL

ASKING FOR FEEDBACK

FOLLOW-UP EMAIL

After a project is complete, or a product is sold you may want to either manually or automatically send a series of follow up emails to ask for a review or feedback.

FOLLOW-UP CALL

You can follow-up live and either ask in a phone or video interview. Even better if they allow you to record it so you can share the awesome feedback.

PROMOTE HAPPY CLIENTS

Make sure you display all of the kind words from your clients/customers on your website.

Here's how we do it.
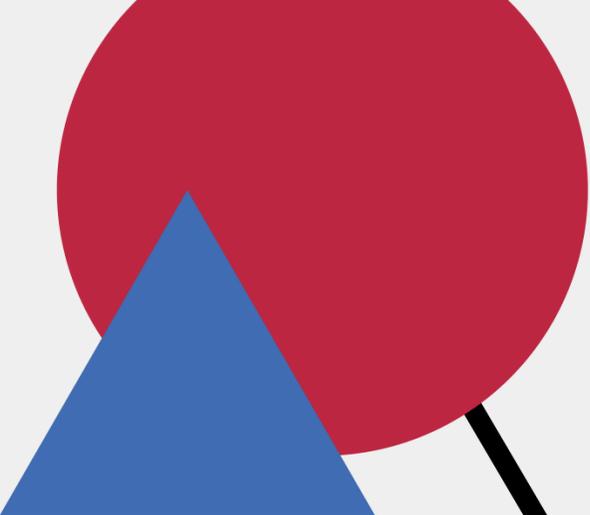
MORE IDEAS

- Add testimonials to your proposal template
- Add testimonials in key spots on your website: homepage, product/service pages, portfolio pages
- Share testimonials on social media
- Use testimonials when sharing references to do things like when submitting for an RFP, for example
- Add testimonials to whitepapers, use cases, or case studies
- Add a follow-up call to action to your electronic invoices

WHAT IF MY CUSTOMERS CAN'T OR DON'T WANT TO SHARE A TESTIMONIAL?

- Blind case studies: use generic descriptors (e.g., "a large telecommunications firm") in place of the actual client name/company

- Use cases: focus on a non-obvious use of a product or service rather than a particular customer experience

- Ask for the possible: even clients who can't agree to case studies or news releases may be willing to help in other ways, such as providing private references
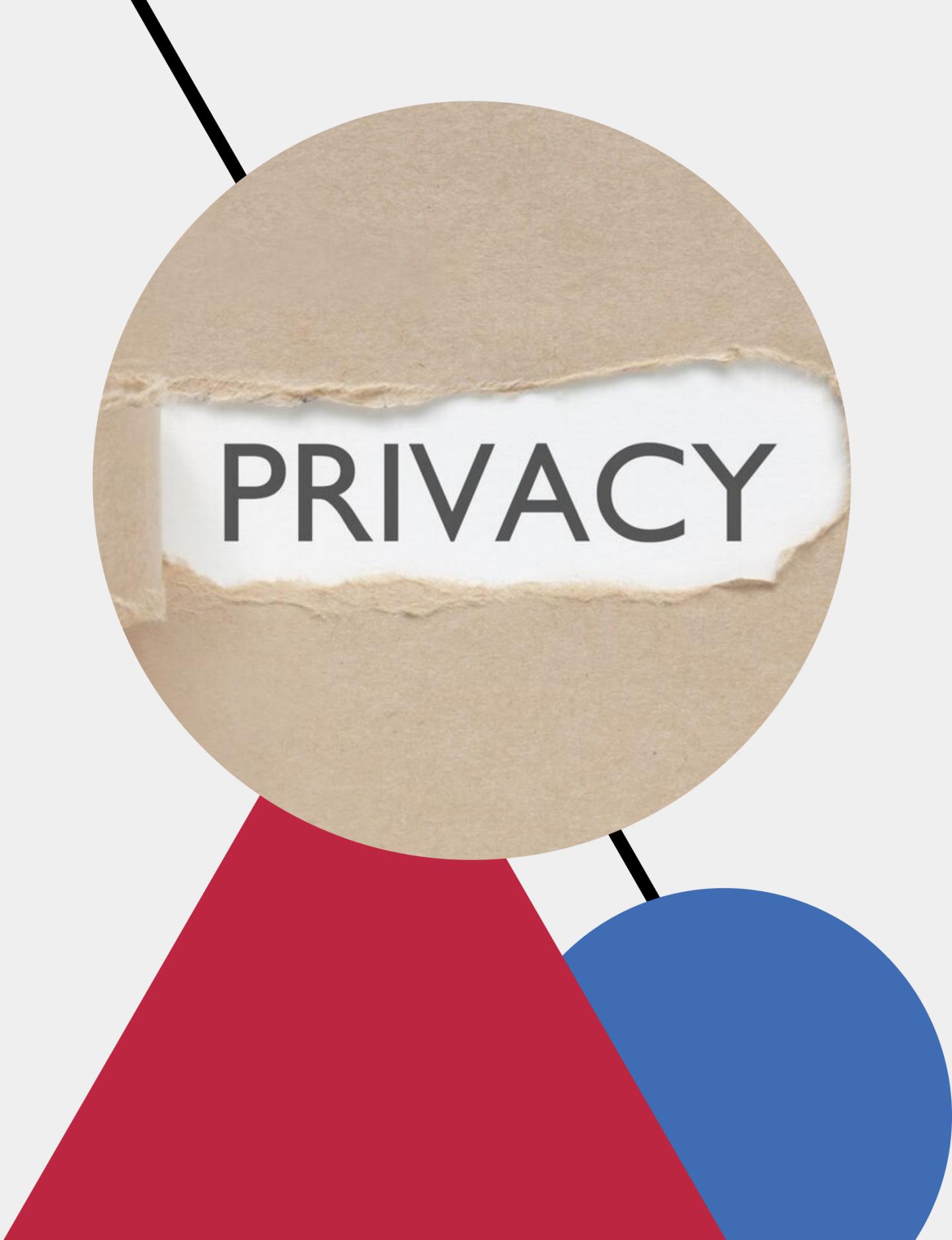
PRIVACY

7X MORE CLICKS

WITH A COMPLETE & ACCURATE GMB LISTING – THRIVEHIVE

ONE IN TWO PEOPLE

who conduct a local search (think "watch repair near me") visit a store that day. – HubSpot

YOU CAN IMPROVE

your business's local ranking by using Google My Business. – Google

GOOGLE REVIEWS GET MORE VIEWS

than any other site, with 63.3% of consumers reading their reviews. – Review Trackers

CREATE YOUR GMB LISTING

"

By growing your network, opportunities arise, business partners appear, connections are made and trust is garnered in the local community.

SHARON SCHWEITZER, HUFFPOST

INCREASE BUSINESS LEADS

Using the contacts you make when you meet people can open doors for business opportunities.

NEW BUSINESS TRENDS

These types of relationships and "inside" information can give you an advantage over your competitors by implementing new and fresh ways of doing things.

CONNECTIONS

"It's not WHAT you know, but WHO you know". Networking can open the door to talk to highly influential people that you wouldn't otherwise be able to easily talk to or find.

40X MORE OPPORTUNITIES

START HERE

PROFILE TIPS

– LINKEDIN

CREATING CONTENT

MAKE TIME

There's a real issue in having to face the stress and anxiety of having to write about yourself or your business. Most people are not professional writers, and we certainly don't expect everyone to be. So, maybe the trick here is being able to find ways to help yourself complete a seemingly large, complicated, and daunting task in smaller, more manageable ways.

But how?

Short answer – there's no quick solution to writing content. The way you find the time to do this is to make the time. It's more about diving in and trying things until you find an easily repeatable process, with clear steps, that works for you, AND is able to become a living process that is open to change as customer preferences change over time.

Click the video for a great place to start.

WHY ARE SMART GOALS IMPORTANT?

IF YOU HAVE VAGUE, AMBIGUOUS GOALS, YOU'RE NOT GOING TO END UP WHERE YOU WANT.

S.M.A.R.T GOALS?

Smart, measurable, attainable, realistic/relevant, and time-bound.

WHAT A SMART GOAL IS NOT:

I want to make millions of dollars in sales ASAP.

WHAT A SMART GOAL IS:

I want to increase website traffic by 15% in Q1.
I want to increase conversions by 5% in Q2.
I want to increase revenue by 15% on average YoY.
I want to obtain two new reviews per month.

GET THE TEMPLATE

More Ways to Get Clients

SMACKHAPPY.COM/VIDEOS

Smack Happy