



5 ESSENTIALS FOR LEAK-PROOF ONLINE NEW CUSTOMER ACQUISITION

LocBox

NEW CUSTOMER ACQUISITION

GETTING THEM TO BUY IS JUST THE START

Your business thrives on getting new customers through the door, and luckily, there's a **FIRE-HOSE** of potential customers surging through the web on their computers or on their phones at any given second. You just need to know how to acquire them.

This is a process called **NEW CUSTOMER ACQUISITION** (NCA)—getting in front of potential new customers online, getting them to make a purchase, and making sure they keep coming back to your business.

Want to make sure no customers leak through your business?

Here are the **FIVE ESSENTIALS** for a watertight online NCA strategy.

1

BE WHERE YOUR CUSTOMERS ARE

Waiting for new customers to just walk in through the door is slow and unprofitable. Rather than waiting for them to find you, your business needs to find them when and where they're most likely to buy from you.

The trick to doing this? Instead of singling out each potential customer, locate their social circles first. By popping up where they hang out online, you increase the chance of potential customers noticing your business.

THERE ARE **1.35 BILLION** MONTHLY USERS
OF FACEBOOK WHO SPEND AT LEAST **40**
MINUTES PER DAY ON THE SITE.

GOOGLE PROCESSES OVER **3.5 BILLION**
SEARCHES EACH DAY.



1

BE WHERE YOUR CUSTOMERS ARE

CLEARLY, FACEBOOK AND GOOGLE ARE WHERE PEOPLE ARE HANGING OUT THESE DAYS. BY GETTING "IN" WITH THEM, YOUR BUSINESS WILL HAVE A NUMBER OF OPPORTUNITIES TO NAB LOCAL TARGETS.

FACEBOOK ADS

Zero in on your ideal target by setting parameters based on geographic region, gender, interests, etc.

GOOGLE +

Google will nudge targets toward your business when you have a Google+ page that is chock full of current customer reviews and is searchable and easy to find.

GOOGLE ADWORDS

Get face-time with customers whenever they search words related to your business.



LEAK-PROOF TIP: IF YOU AREN'T AN AD EXPERT, GET HELP. SUCCESSFUL ADVERTISING IS A SCIENCE THAT TAKES A KNOWLEDGE OF WHAT MAKES A COMPELLING AD, HOW TO RUN THAT AD ON A PLATFORM LIKE FACEBOOK OR GOOGLE, AND HOW TO OPTIMIZE IT SO IT GENERATES RESULTS.

2

WATCH THEM, WHEREVER THEY GO

**ONLY 2% OF YOUR TARGETS
WILL MAKE A PURCHASE
ON THEIR FIRST VISIT
TO YOUR SITE.¹**

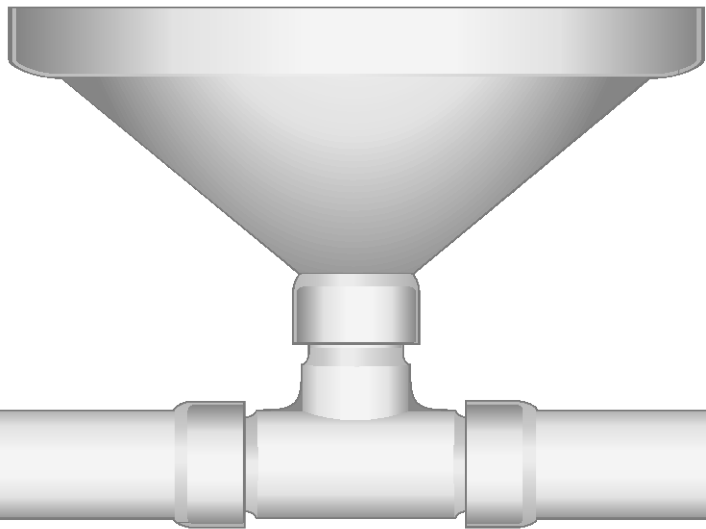
YOU'VE FOUND YOUR IDEAL TARGETS, BUT ALL
THEY DO IS BROWSE YOUR SITE. WITH NO WAY
TO RECONNECT WITH THEM ONCE THEY'VE GONE,
YOU'RE LEFT WITH A LEAKY NCA BUCKET.



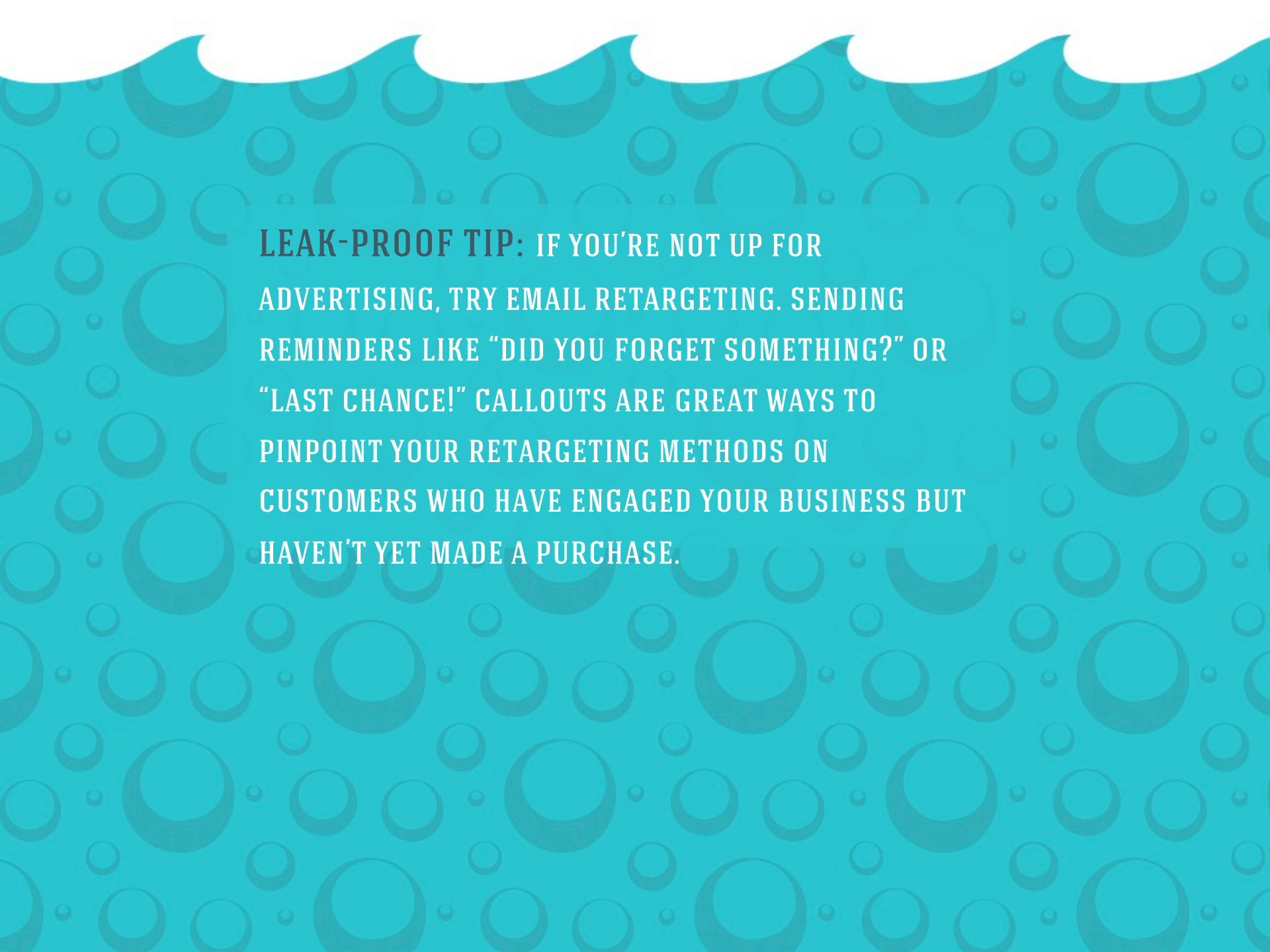
2

WATCH THEM, WHEREVER THEY GO

SO HOW DO YOU GET THE OTHER 98% BACK ONCE THEY'VE DRIPPED AWAY FROM YOUR BUSINESS? GO AFTER THEM THROUGH A PROCESS CALLED RETARGETING.



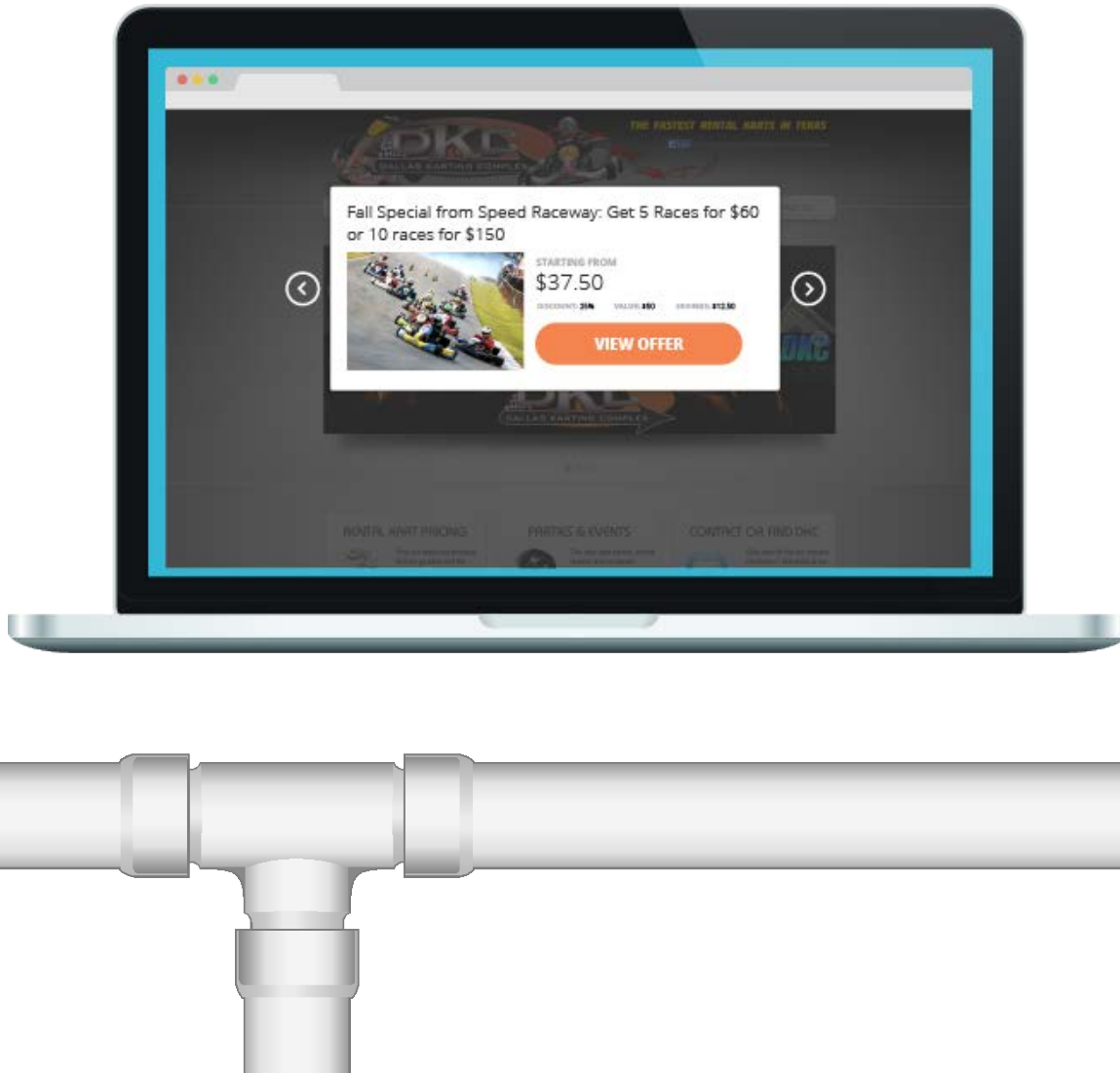
Using tracking codes on your site and throughout your business' online presence, you'll be able to follow these browsers through the web. This way, even when they're exploring other options, your ads on places like Google and Facebook will keep your business in front of them and continue to channel them down the conversion funnel.



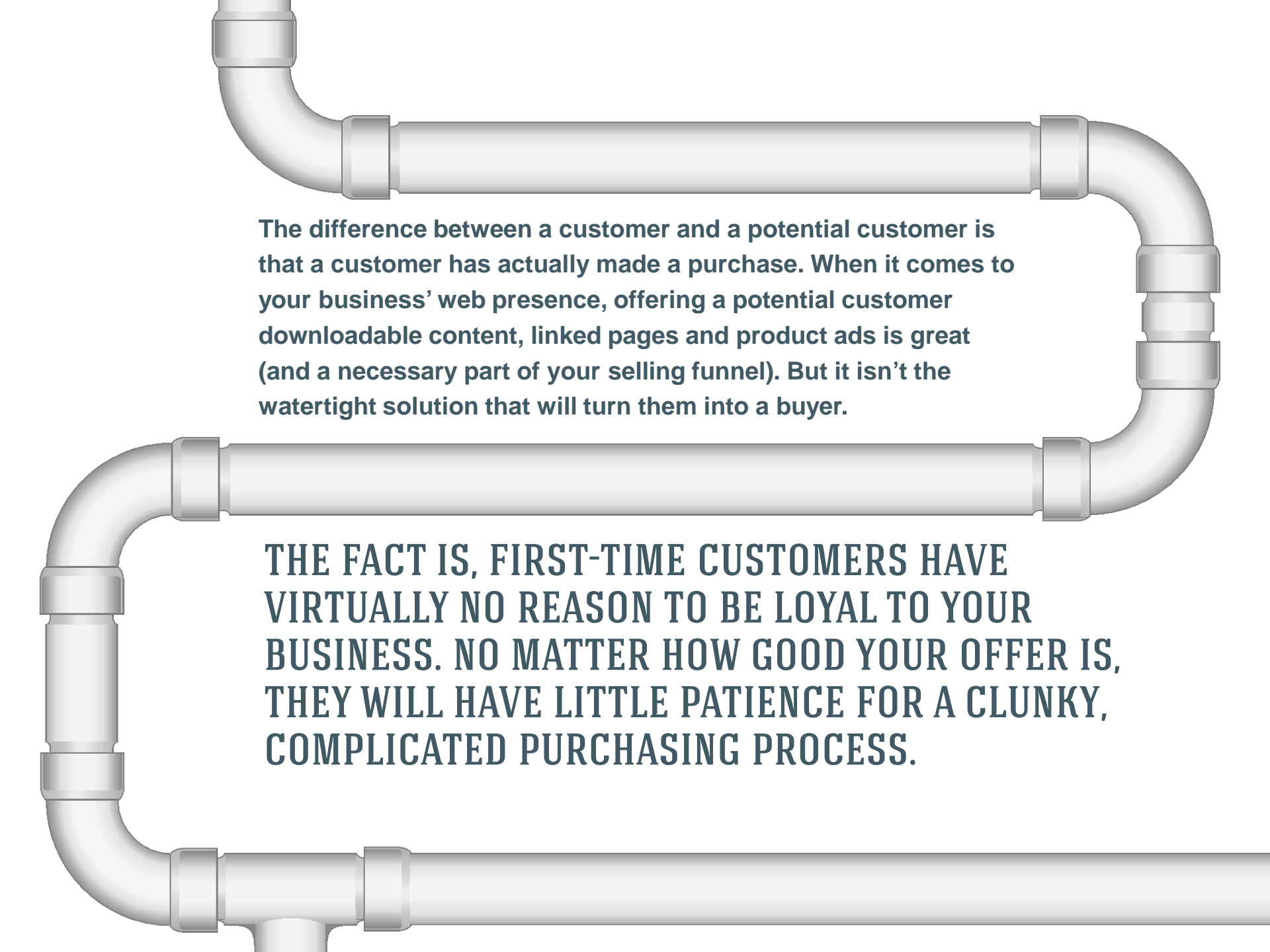
LEAK-PROOF TIP: IF YOU'RE NOT UP FOR ADVERTISING, TRY EMAIL RETARGETING. SENDING REMINDERS LIKE "DID YOU FORGET SOMETHING?" OR "LAST CHANCE!" CALLOUTS ARE GREAT WAYS TO PINPOINT YOUR RETARGETING METHODS ON CUSTOMERS WHO HAVE ENGAGED YOUR BUSINESS BUT HAVEN'T YET MADE A PURCHASE.

3

PULL WINDOW-SHOPPERS INTO YOUR BUSINESS



To leak-proof your online NCA, find a way to convert visitors instantly. Buttons with **“BUY NOW”** links or claimable offers and purchasing widgets extend your business’ reach to give potential customers an easy, direct way to make a purchase wherever they are online – even if they aren’t 100% familiar with you.



The difference between a customer and a potential customer is that a customer has actually made a purchase. When it comes to your business' web presence, offering a potential customer downloadable content, linked pages and product ads is great (and a necessary part of your selling funnel). But it isn't the watertight solution that will turn them into a buyer.

THE FACT IS, FIRST-TIME CUSTOMERS HAVE VIRTUALLY NO REASON TO BE LOYAL TO YOUR BUSINESS. NO MATTER HOW GOOD YOUR OFFER IS, THEY WILL HAVE LITTLE PATIENCE FOR A CLUNKY, COMPLICATED PURCHASING PROCESS.

4

STREAMLINE YOUR PURCHASING PROCESS

2014 SAW **THREE TRILLION DOLLARS** IN ABANDONED ONLINE SALES. ^{II}

67.89% OF ONLINE BUYERS ABANDON SHOPPING CARTS. ^{III}

THE AVERAGE ONLINE CONVERSION RATE FOR RETAILERS IS **3%.**

90% OF LEADS GO COLD AFTER AN HOUR.

47% OF CONSUMERS EXPECT A WEB PAGE TO LOAD IN **TWO SECONDS** OR LESS.

^{II}. [Infographic] 2014 Cart Abandonment Forecast – Andrea Puhak at SaleCycle

^{III}. 22 Insane Shopping Cart Abandonment Statistics – Mary Weinstein at CPC

4

STREAMLINE YOUR PURCHASING PROCESS

Greasing the hinges of your online purchasing process makes it easier for customers to complete their transaction and provides a faster road to profit for your business. Think about the bare minimum needed to complete a transaction and leave it at that:

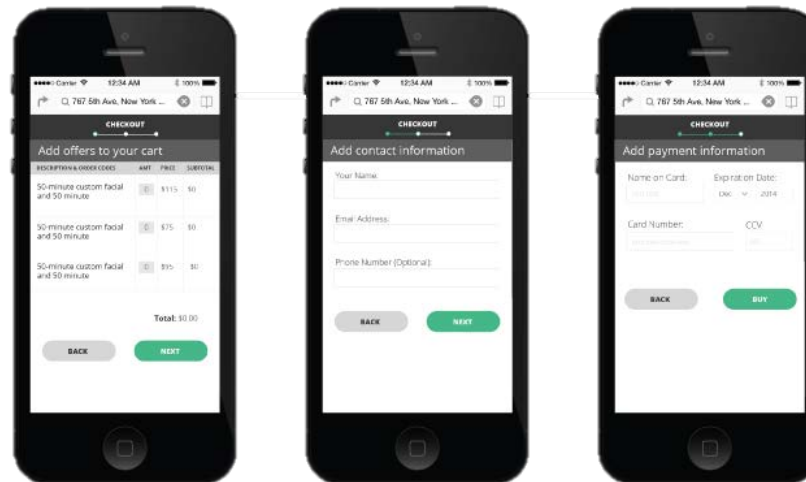
DO ASK:

- ⦿ NAME
- ⦿ CONTACT INFO
- ⦿ PURCHASING INFO

DO NOT ASK:

- ⦿ LOGIN/PASSWORD
- ⦿ UNNECESSARY INFORMATION
- ⦿ TO PUT THEM ON HOLD - HAVE A PHONE SYSTEM, NOT JUST A PHONE!

LEAK-PROOF TIP: ENABLE POTENTIAL CUSTOMERS TO
BUY ON ANY DEVICE – DESKTOP, PHONE AND TABLET
- ANYWHERE THEY GO - EMAIL, YOUR WEBSITE, THE
WEB, OR SOCIAL MEDIA.





**80% OF CUSTOMERS
ARE ONE-TIME BUYERS.^{IV}**

**RETAINING JUST 3%
ONE-TIME BUYERS CAN
INCREASE BUSINESS
GROWTH BY 12%.^V**



^{IV}. Predictive Analytics' Killer App: Retaining New Customers – Eric Siegel, Ph.D at Predictive Analytics World

^V. Predictive Analytics' Killer App: Retaining New Customers – Eric Siegel, Ph.D at Predictive Analytics World

5

NURTURE YOUR NEW CUSTOMERS THROUGH THE FUNNEL

IT'S ONE THING TO GET A NEW CUSTOMER TO MAKE THEIR FIRST PURCHASE—IT'S QUITE ANOTHER TO TURN THEM INTO A LOYAL, **RETURNING CUSTOMER.**

You need to have the mechanisms in place to nurture customers down the funnel. This is your chance to show your customers that you're thinking about them: wish them a happy birthday with special birthday offers, greet them on your site with a welcome discount, or say thank you for their repeat business by inviting them into a loyalty program or asking them to write you a review on Google+ or Yelp.

Celebrate your kids' birthdays with Dallas Karting Complex!

Throw your kids a party they won't forget at Dallas Karting Complex!

Your information

NAME:

EMAIL:

YOUR BIRTH DATE:

Kids' Birthdays

FIRST NAME: BIRTH DATE:

[+ ADD ANOTHER](#)

[SHARE THE DATE](#)

Contact Dallas Karting Complex



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NURTURE YOUR NEW CUSTOMERS THROUGH THE FUNNEL

WRITE US A REVIEW

1 Write us a Google+ review

WRITE A REVIEW

2 Let's stay in touch!

NAME

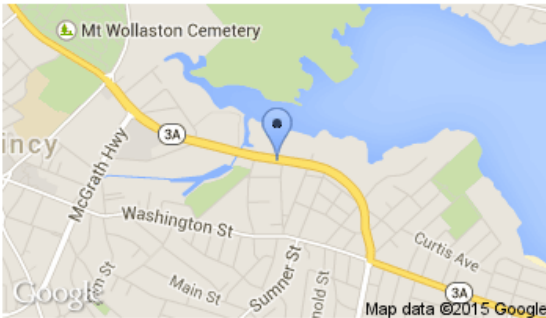
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In addition, non-monetary transactions like sending them educational content and asking them to follow you on Facebook or review you on Google or Yelp can go a long way in cementing your relationship with new customers to make your NCA process leak-proof.





SAYING “WE’RE OPEN, COME IN!” ISN’T ENOUGH

Big gains in new online customer acquisition don’t suddenly flow into your business. **THEY’RE ACHIEVED** – and achievement takes strategy, thoroughness, professionalism and goal-orientation all coming together. This is hard to do, especially when you’re trying to run a business. Thankfully, there are marketing resources available to help small businesses put together a leak-proof NCA approach.

LocBox has the all-in-one online marketing tools for streamlining your business' new customer acquisition. Thousands of businesses have used our expert online marketers and online platform to establish a marketing performance that doesn't just attract new customers but has them coming back for more.

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