

3 Ways to Bring

NEW CLIENTS

in the Door



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 **SOCIAL MEDIA MANAGER SCHOOL**

www.socialmediamangerschool.com

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We're fond of saying, *"It's still all about Search."* Think about it. When you need something to help your business, or you need something in your personal life, you do a Search, right? Maybe your favorite place to start is Google. Maybe not. Maybe you go straight to Pinterest.

If you do a keyword search for the type of product or service your business sells, would it show up well on those two places? How about on YouTube, the second largest search engine on the planet?

Here's a great way to find out if you are coming up well in a Search. Do a straight-up Google search using an incognito browser using the keywords that people might use to find a solution to the problem your product or service solves.

For example, if your business designs customized social media marketing plans for pet stores, do a search for this phrase, "social media marketing for pet stores." Does your business show up on the first page of results? If not, proceed to Step 1, 2, and 3 in this tutorial document to help your search rankings. It really is all about search.

STEP

CREATE BETTER SOCIAL + BLOG CONTENT

There are two layers to this step: social content and blog content. They support and help each other. Let's see how that works. First a little enlightened conversation we overheard...

"If you are drafting content for the sole purpose that it gets Liked, Shared or Commented on, aren't you just 'studying to pass the test' and not being truly genuine for your followers?" --
Dennis George

“Aha - very well said Dennis! The key is creating/curating terrific content that puts the fans/followers first - adds value to them, helps them in some way in their life or business - and they enjoy it so much they feel compelled to engage with the content, including sharing it. A big key, too, is coming back to reply to comments as much as possible. As I like to say, “Content is King, but Engagement is Queen and she rules the house!” -- Mari Smith

You absolutely need to find, curate, and create great content to help your potential new clients find you in Search. But even more important is the continued conversation with the people who respond to your posts. **Don't post and run!** Post and be available! Not only will this increase your social authority in your niche, but it will also give your potential customers a glimpse into how nice it would be to work with you.

The second way of increasing your content marketing is in your blog posts (which are then shared to social media). When was the last time you blogged? Are you making this too hard? Would you prefer to Vlog instead? Now that going “Live” is a thing - are you using this free tool to be found inside social media?

“I find videos to be quicker to execute than writing (and I'm a blogger!). Going Live doesn't require fancy equipment or much prep - just you and the knowledge you already have. Video gives you a way to connect on a deeper level with customers and prospective customers than writing alone. For me, consistently going Live led to so much new business (or more business from current customers) that I had to take a break from it!” - Liz Jostes, Eli | Rose Social Media

What are the words I need to use to be found in search?

We hope you have a **global keyword list** that people tend to use to find your services. If we go back to the social media management business for pet stores, we would imagine the global keyword list would contain the following: small business marketing plans, social media marketing for pet stores, free social media marketing plans, pet stores on Facebook, etc...

Go to Instagram on your phone - use Discover to find the hashtag #pets and see all the related hashtags. Those are the phrases to include in your next set of blog posts and the hashtags when you share that post to social media.

If you are on a WordPress blog, make sure you use the Yoast SEO plugin. We consider it the number one tool for good SEO content marketing. Add the selected phrase in the plugin keyword field and it will tell you when your post is SEO ready to launch into the wild. We highly recommend it.

STEP

REVIEW YOUR LEAD-GEN + SALES PROCESS

When was the last time you went completely through your lead generation and sales process as if you were a new lead and potential customer? You might be surprised at some of the parts in the transaction that are clunky or old-looking and might turn away a potential client.

Are there too many clicks?

Is the Free Report you're using in your email capture outdated information?

We recently reviewed the sales process for a new client of ours and got 6 (yes 6) auto-emails from one purchase. Needless to say, this was way overboard and needed to be changed right away.

*You need to review **your own** lead generation and sales process if you are going to offer lead gen and sales service to new clients.*

And we know sometimes we are our own worst client (social media managers are not immune to this phenomenon), but if you spend the time to review your own lead gen and sales process, you might find some great new things to add to it that will provide even more value to your clients and customers.

STEP

GIVE EXISTING CLIENTS DISCOUNTS FOR BRINGING IN NEW CLIENTS

This is one of our favorite ways to find new clients and has worked for us over and over again. Your existing clients and customers hopefully love the service you provide. Tell them that you will give them XYZ in exchange for bringing a new client to your door. This is a type of soft affiliate or referral program.

When we give local in-person workshops, we tell our previous workshop participants they can attend for free when they bring in a paying attendee. Works like a charm. These new people see a room full of happy people and are already halfway there to becoming a private coaching client or purchasing one of our programs. Having your previous students in the room shows that you have the social proof that you know what you're doing.

These 3 ideas are just a few of the ones we outline in Social Media Manager School. And our continuing conversation about them in our Private Facebook Group is priceless. Our grads love to review marketing plans, they'll go through your sales process to check it and they'll offer their eyes and ears on many other wonderful things that will help your business.

ARE YOU READY FOR WHAT'S NEXT?

If you found this report valuable, you should know that our School is packed with excellent information to help you create a life and business you love. Join us now at [Social Media Manager School](#)

If someone forwarded this to you, be sure to go to [Social Media Manager School](#) and enter your name and email so you can get all of the goods in our Starter Kit.

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WHO ARE THE FOUNDERS OF SOCIAL MEDIA MANAGER SCHOOL?



Andrea Vahl is the co-author of *Facebook Marketing All-in-One for Dummies* – all 3 editions. She was listed on Entrepreneur.com: **50 Favorite Online Marketing Influencers** — and on Inc Magazine: **21 Best Blogs That Will Help You Grow Your Business** and on Kim Garst's – **Top 30 Women in Social Media** and on many more social media influencer lists.

She's an international speaker and a top trainer for Facebook Advertising at conferences all over the world. And in her spare time does award-winning stand-up comedy in Colorado.



Phyllis Khare is a two-times Dummies Author – co-authoring *Facebook Marketing All-In-One for Dummies* 1st and 2nd Editions with Andrea Vahl and Amy Porterfield and she's the author of *Social Media Marketing for Dummies ELearning Kit*.

She's developed a highly acclaimed time-management program for entrepreneurs called **TimeBliss.ME** and she's the social media strategist for **Peaceful Media** — consulting with thought-leader brands all over the world – in many different industries.

