

1. Target Keyword: asking the right questions and using progressive profiling to reduce bad leads

Page Title: Don't let bad leads suck the life out of your business!

Bad leads are a waste of time. They waste your time and they waste the client's time. If you have new sales members on your team and they are saddled with bad leads, the morale of the team can go down. If you have wasted time with bad leads you will waste time when you could be turning a profit. This season, ask the right questions and use progressive profiling to reduce bad leads.

Getting to Know Your Leads

[Progressive profiling](#) is an organic method of getting to know your leads. When people are online searching through your blog or on your webpage, chances are they are also doing a million other tasks. If they are interested and can click a simple link or enter just a bit of info, they may be happy to hear more from you. However, when the link is too complicated, there is too much info to fill out or the person making the cold call is too pushy, the client will back off. Aggression can cause you to lose leads.

When asking the right questions and using progressive profiling to reduce bad leads you are taking small steps to make a big contacts. Such steps to progressive profiling include:

- Request only the basics from the client at the initial meeting.
- Keep the fields of information required to less than three.
- Ask about the demographics of the client as the relationship builds.
- Show you are the expert to build trust.

Progressive profiling asks the client to come to you. This removes the pushy sales aspect. You are showing in your marketing and content that you are the expert, you have what they need, there is immediacy and there is a benefit. Let them dip their toe in the water and then reel them in slowly.

How May I Help You

Everyone has been in a store when a salesperson comes over and says, "May I help you?" This is an immediate turn off. This is a bland way of making a sale. You have to be asking the right questions and using progressive profiling to reduce bad leads. The questions you need to ask include:

- What is the client lacking in their business?
- How soon do they want to make a change?
- What results do they want?

When you know the answers to these questions you can tailor your pitch to your client. Show them that you will be able to provide the service they are hoping for. If you know what to listen for you will know how to sell.

Generate Positive Leads

The [leads you have developed](#) will help move you to the next level of business. As everyone can tell you, a good lead will generate more leads. Do not think of asking the right questions and using progressive profiling to reduce bad leads as hard work. Instead, think about it as the foundation you need to rise through the ranks of business with confidence and with ease.

2. Target Keyword: 5 don'ts of inbound marketing

Page Title: 5 ways to turn prospects into zombies (5 don'ts of inbound marketing)

We have all been there in that moment when the talk turns too detailed or too vague and a client glazes over. At this point you know that you have lost them. They are no longer in the meeting with you, they are now thinking about dinner or what they have to do after they get back to their office. The zombie factor can arise when you are underwhelming or when you are so passionate about your product that you share too much. This fall, [capture your clients](#) while their hearts still beat, before they turn into the walking dead and walk right out the door.

Marketing and Sales are On the Same Team

One of the top 5 don'ts of inbound marketing is this: do not bombard the customer. The team needs to be on the same page. If you're talking about a great promo, everyone has to know all the details and has to be on board with the pitch. It is the old "KISS" method: Keep it simple stupid. If there are too many ideas floating above your customer they will not know which one to grab onto and you will lose them.

Don't Let Your Contact Points Run on Auto

The second one of the top 5 don'ts of [inbound marketing](#) it do not leave your customers in the lurch. This is like placing the main character in a corn field and making them fend for themselves. Just like in any Halloween movie, this never

ends well. Your contact points for the client must know the right direction to point people in. If there is a link on your blog, follow up with the timeline for how quickly a client is responded to. You never want to set it and forget it with inbound marketing or you may find a bunch of dead leads.

Don't Let Things Go Bump in the Night

Just as you are putting yourself out there on social media be aware of what is being put out there about you. Read client reviews and address any issues. When you ignore the negative feedback you are at risk of it spiraling out of control and ruining your reputation. Remember, people will tell more people about things they do not like than things they do like.

Make it Happen Now

There is an urgency to horror movies. There should be an urgency to sales. One of the top 5 don'ts of inbound marketing is don't forget to make a point about now. You have to show that your service will make a difference the client can see today. You are filling a hole which will make them more profitable or will improve their quality of life.

Trick or Treat

Kids ask for candy on Halloween. You should ask for the sale. Don't forget that a great pitch means nothing if you walk out the door without a contract in hand.

These 5 don'ts of inbound marketing will keep the skeletons out of your closet this fall.

3. Target Keyword: 3 Awesome Halloween Marketing Campaigns

Page Title: 3 Awesome Halloween Marketing Campaigns

Halloween is a great time for everyone to get into costume. This even holds true for business. As a [marketing strategy](#), show that you can have fun, you are in touch with what time of year it is and that you are easy to relate to. One way to do this is to strategically plan a marketing campaign around Halloween. After all, this holiday has no gifts and no blatant sale attached to it (unless, of course, you sell candy and costumes.) To get the cauldron boiling, here are 3 awesome [Halloween marketing campaigns](#) to enjoy.

REI Zombie Survival Guide

When you think about Halloween you may not immediately think about sporting goods. However, last year this company came out with a great zombie survival guide. Not only is this funny and timely, but it made clients think about the fun they may have had when out camping with family and friends. One example they used was how to hit a zombie with a cast iron skillet. While you may never run into a zombie, it is highly likely you could benefit from a great skillet.

Chipotle's Boorito

One of the greatest goals of marketing is to increase traffic to your site or your store. For a few years now Chipotle has been running a Halloween promo. Come to their locations in costume on Halloween and you will receive a discount on your burrito. Last year the deal was a \$2 burrito. Additionally, Chipotle pledged a portion of their sales from Halloween to the Chipotle Cultivate Foundation. Not only were people getting something great to eat for a steal, but they were benefitting a good cause.

This marketing strategy is in our top 3 awesome Halloween marketing campaigns because of the theme and because of the benefit. Mixing promotions helps you get the most bang for your buck. Show that you are fun, offer the client a great deal and show that you are more than a brick and mortar location; show that you believe in a cause.

Snicker's Horseless Headsman

The "You're not you when you're hungry" campaign from Snickers is a big hit. Ever since they had Betty White playing football, you had to laugh. Now when people are hungry they reach for Snickers. For Halloween, the marketing team is playing off the idea of the Headless Horseman. This shows that they have a sense of humor. Yes, of course, Snickers is a candy brand and they want to talk up Halloween. However, they have done so in a way that falls in line with branding from the rest of the year. Further, they are tapping into a story many know from childhood, adding a touch of nostalgia.

What Will You Be for Halloween?

Hopefully, these 3 awesome Halloween marketing campaigns have inspired you. Think of all the angles: spooky, playful, scary, gory and kid friendly. There are many ways to let the season inspire you and your marketing campaign. You will generate leads who love the seasonal treat.

4. Target Keyword: why sales people need to embrace inbound marketing
Page Title: Why the vacuum salesmen pitch doesn't work anymore, and why sales people need to embrace inbound marketing

Gone are the days when you could go door to door to sell vacuums. Today you have to get the client in a different way. It is not good enough to talk about suction. You have to develop a blog and a social media presence where you are the expert on cleaning anything. When they want to know about removing red wine from the carpet, they turn to you. When they want to learn about getting rid of animal hair, they turn to you. As the expert, [inbound marketing](#) is drawing people in.

Why Sales People Need to Embrace Inbound Marketing

A client base is one of the most important parts of business. Who do people like to do business with the most? Experts in the field and their friends. Vacuum sales pitches are empty, hollow and scream for a commission. This is a turn off. Inbound marketing is an organic way to get out there and become the most recognized name in your industry.

The Wide Net

The size of the customer base increases with proper [social media networking](#). This pool of potential clients is why sales people need to embrace inbound marketing. It is so simple to like something on *Facebook* or to follow someone on *Twitter*. All it takes is one click. Once you have the client, you show up in their feed. They see you and you are kept in their sphere.

How do you use this to your advantage? This comes from hiring creative sales people. You cannot simply post sales in people's news feed. You would then be spam. However, you can post tips about planning for the upcoming Thanksgiving holiday, post tips on decorating for a tailgating party or post stress relief tips for going into fourth quarter of the sales year. You are becoming their friend. This builds clients, builds trust and can build brand loyalty.

Bring the Client to You

The impact of content is why sales people need to embrace inbound marketing. Search engine optimized content will get you to the top of a *Google* search. People do not have the time to scroll through a thousand choices when they are looking for an answer. They trust their search engine to whittle out the extra options. Fresh, timely content will keep you current in the ranks. When this

content comes from a sales person it can be geared towards common questions they hear from clients. When you can answer the clients' issues in a blog, which is easy to navigate and personable, you build trust before you even meet a client.

Additionally, content helps you stand out as a business which cares. You are not just trying to sell a product; you are trying to provide a service. Content shows that you are in touch with the community, with the clients and with the times we live in. Content helps your business be more relatable.

Understanding why sales people need to embrace inbound marketing will lead to sales success.

5. Target Keyword: things you need to know about your brand

Page Title: How to keep your eye on the ball - 12 things you need to know about your brand

When you have a good sense of your brand it can guide your business. From the logo on your bags to the people you hire, your brand will drive the shape of your business. In order to define who you are and therefore grow your business, here are the top things you need to [know about your brand](#).

Why are you in Business

Understanding what purpose your business serves will make it easier to build the brand. Knowing why you are in business is something which you can come back to time and again to make sure you are on the right track.

Who is Your Client

In an ideal world you would be able to match the needs of every client. However, most of the time you will deal with a client from a certain demographic. Who will you be helping? From start-up businesses to stay-at-home moms to businesses established for over 20 years, determine who will be the target of your marketing campaign.

What Do You Stand For

Clients want to know that you are in business for more than the bottom line. How will you make a difference? Are you all about fair trade or giving artists a voice?

When you have a cause it can give the client insight into more of who you are.

Be Authentic

The bones of your brand will be something you draw from over and over. These bones can grow but they will be the ones you have when you are starting out and when you are off the ground and running for 30 years or more. Be sure you believe in your message and can stay true to it.

What is your Logo

Your logo should be something established right off the bat. This is the way that you will be recognized. Determine the logo and then decide how it translates to everything from business cards to your website to your email. Think about how iconic the little white apple is. Wherever your logo appears should spark great feelings about your company.

Brand Presence

When considering the different things you need to know about your brand, consider the way that the brand translates. When someone is describing your company to a friend, what will they say? These should be the basics of the brand. The places where your brand builds the image will include:

- *Facebook*
- *Twitter*
- *Pinterest*
- Your Website
- In Company Emails
- Blogs

Additional Things You Need to Know About Your Brand

Along with the first half of our list of branding tips you should consider these next six during the building of your business.

- Do Your Employees Believe in Your Brand?
- Is There a Catch Phrase Which Sums Up Your Brand?
- Do You Have Brand Colors?
- Do You Use Your Brand to Guide Your Social Media.
- Can You Connect With Other Companies with a Similar Message?
- Is Your Brand Specific?

Good branding will help you [establish a business](#) and stand out as a leader in your industry.

6. Target Keyword: latest Website Re-Design tips

Page Title: Above the Fold is So "Last Season," Embrace the Future with your Website Re-Design

The website for your brand is the new storefront. This is where people get their first impression of you. With the right design for your web page you can show that you're the expert in the field. To stay on top of the trends and prove you are an innovative and user friendly business check out the latest [website re-design tips](#) for 2013.

Multiple Interfaces

It is important to have a web design which works for a computer, tablet or phone. As we are now moving into an era where you can search for information on your watch or through your glasses, it is important to take this technology into account. If a user cannot access your information from multiple channels you will lose traffic.

Top Technology

One of the latest website re-design tips is working with the use of retina screens. A smart brand will build their page so that it can be streamlined with the latest technology. There is a need for companies to move quickly when it comes to staying on top of technology trends. You do not want to be left behind your competition because of a lack of technology.

Easy Navigation

Companies often put the navigation on the side or the top of the page. When you are designing your page, opt for navigation bars which are fixed. As the user scrolls through the page, the navigation bar will travel with them. This is a convenience that the user may not cognitively think about but will appreciate, and may be something which encourages them to visit your page on multiple occasions.

Make It Appealing

When web pages began they were simple DOS based pages. Now that the

technology has grown by leaps and bounds, it is easier to make a page more enjoyable to look at. The colors which you use and the images placed on the page speak to your brand. Is there a big project which you just completed which has a stunning image? Is there a great picture of your office at sunset? Add a large background picture to make your page more appealing. Not only is this visually interesting, but it can set you apart and make you memorable.

Integrate

Quick Response codes are everywhere. You see them as the little squares on the corner of posters or on product packages. Adding QR codes makes it easier for the clients to come to you. No longer do they have to remember your name or look up your website. All a client has to do is take a picture of your QR code and then they can access your site and may turn from a browser into a buyer.

Staying on Top of Design Trends

Keeping your web design up to date with [the latest trends](#) will help you stand out as an innovator in business. Many of the latest website re-design tips are for ease of use. The more accessible you are to your customer, the better it is for your business.