

PROFESSIONAL SERVICES

Professional Service businesses are both B2C (business to consumer) and B2B (business to business). This includes Accounting, Law, Engineering, Design, Consultants, Agencies, IT, Finance, and Architects. Their primary goals are to generate leads and sell services.

MARKETING GOALS

- Gain new leads
- Generate repeat business
- Obtain referrals
- Grow digital presence
- Increase discoverability
- Increase SEO ranking
- Build brand awareness and affinity



SOLUTIONS

- Create Facebook Lead Ads and use Constant Contact forms and landing pages to collect new leads.
- Add pop-up form(s) to company website to generate subscriptions.
- Send a regular email newsletter with valuable content and information, including industry trends, helpful tips, and more.
- Create a company blog to optimize for organic SEO, generating content to share in email newsletters and social media to provide value and drive demand.
- Update business listings on Google and other search engines to boost discoverability.
- Create Google Ads to help customers find business and increase SEO ranking.

REAL LIFE MARKETING MANAGER RESULTS

- A classic car dealership in Illinois enlisted Constant Contact to help improve its lead generation. The Marketing Manager beat their initial estimated cost per lead (CPL) by nearly 3x. They generated a significant number of prospects over three months at a remarkable CPL of \$0.63 CPL. Initially skeptical, the client is now extremely satisfied, with 3.6K contacts uploaded to the Constant Contact platform.
- A car wash customer in Delaware experienced a lag in business. The owner wanted to create urgency with a one-day coupon for \$2.00 off, so the Marketing Manager created a quick email, SMS message, and boosted social post. The customer's response said it all: "OMG. I have a line already! I think it's working!"



- One client saw multiple successful outcomes from the Marketing Manager's strategic approach, generating leads, boosting engagement, and increasing visibility. During a three-month Facebook Giveaway Lead Campaign with a \$150.00 monthly budget, the client acquired 198 leads at a cost of \$2.27 per lead. Their monthly emails achieved a 46% open rate and a 20% click rate, driving traffic to their site and Amazon listing, leading to increased book sales. Additionally, by creating two new SEO-optimized web pages with 500+ words of content, meta tags, and descriptions, the client achieved a remarkable 190% surge in website traffic.