

9 REASONS WHY YOUR ONLINE MARKETING IS **NOT DRIVING LEADS**



ONE:

TOO MUCH INFORMATION IS DANGEROUS

You are confusing buyers with information that deviates from your area of focus. Most marketers tend to overcomplicate what should be a simple message. This is especially true for your content strategy, website and sales collateral.

Buyers want to know how you can help them to solve their problems, that's it. Keep it simple and stick to messaging that supports your value proposition. Interjecting information or tangents into your story confuses buyers. Craft a strong value proposition platform and stick to it.





TWO:

YOUR ONLINE BRAND IS EGOTISTICAL

Buyers don't care about your company's history, years in business or how great you are. In fact, this information can be off-putting. Buyers want to know how you will help them survive and thrive.

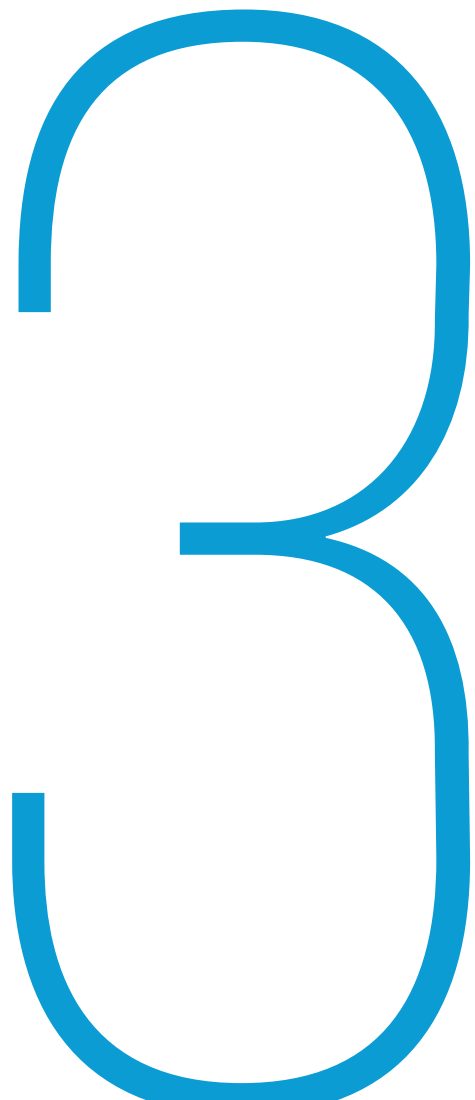
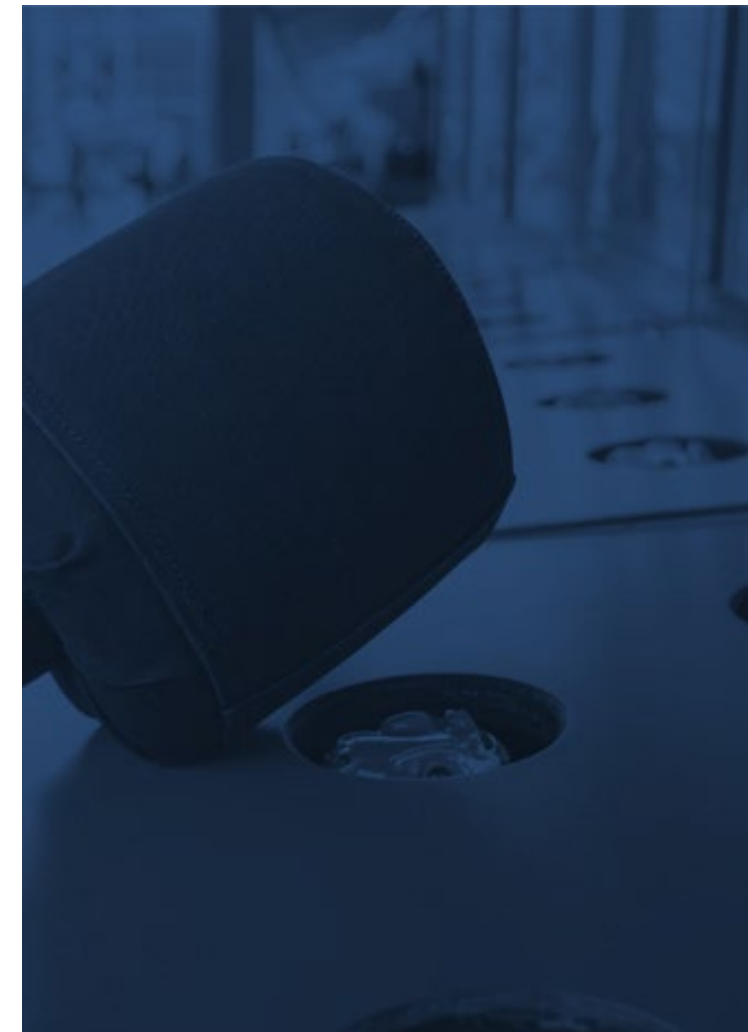
Focus your marketing messages on your buyer, their problems and how you solve those problems. If your website or social media posts say "we do this" and "we do that," you know your messaging is not on point. Check out our article on building a [StoryBrand](#).

THREE:

YOU'RE PRACTICING WHACK-A-MOLE STYLE MARKETING

Lead generation marketing requires a strategic plan with integrated marketing tactics. Most companies execute on marketing initiatives without a plan or an understanding of how the tactics work together.

Your website, social media, content marketing, paid advertising and email marketing must all work as one comprehensive system. If you don't know how to build a lead generation strategy, [schedule a consultation with me.](#)



FOUR:

YOU'RE PLAYING HIDE-AND-SEEK

Your brand is invisible online. Your competitors are out-performing you and they are stealing your leads.

Online marketing is a competitive game more akin to battleship than hide-and-seek. You are competing directly with your competitors, whether you know them or not.

- Identify who your target customers are and what their pains are in relation to your brand. Then, identify where they go to learn about how they will solve these problems.
- Focus a majority of your sales and marketing efforts and budget on the most productive channels and seek to dominate that channel (i.e., content, social media, search engine optimization, email, paid advertising, etc.)
- Consider a multichannel approach. Attract the right buyers with engaging content through inbound marketing, seek and hunt your target audience through outbound marketing and target and engage large accounts through account-based marketing (ABM).

You need to be relevant to your buyers when they are researching how to solve their problems.



FIVE:

YOU'RE TRYING TO GET MARRIED, BUT HAVE ONLY BEEN DATING FOR SIX SECONDS

The calls-to-action (CTAs) on your website are all “bottom of the funnel,” meaning that they all require personal information to be shared to solicit a step in the sales process.

While having one bottom-of-the-funnel CTA that asks the buyer to take the next step (Schedule a Call, Request a Quote, Buy Now) is a best practice, it is also a best practice to provide at least one transitional CTA that educates your buyer (just like this article). A transitional CTA will appeal to a buyer that is in research mode and not ready to start building a relationship.

Adding a transitional CTA will help you to secure leads that otherwise would remain anonymous.



SIX:

YOUR WEBSITE IS NOT BUILT FOR LEAD GENERATION

If you want to get leads, your website must be built for lead generation. Lead generation websites:

- Are fast-loading and easy to navigate
- Are clear and effective in communicating your value proposition
- Are empathetic to your buyers and their challenges
- Illustrate aspirational visions of success for your buyer
- Are professionally branded, free of errors and issues, and up to date
- Are integrated with a marketing automation software like HubSpot and/or a CRM
- Are direct and transitional with CTAs that support the buyer's journey
- Illustrate a clear path to the next steps of doing business with you



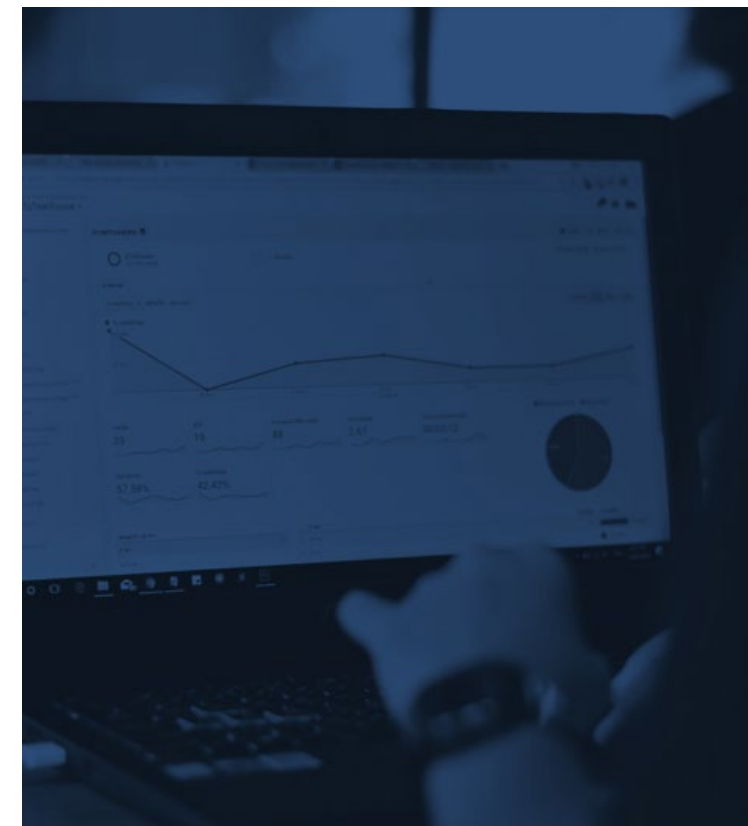
SEVEN:

SEO ISN'T WHAT YOU THINK IT IS

Great SEO isn't all about keywords and long-winded content. Effective SEO starts with identifying content needs that solve your client's problems.

- **You're producing content that your buyers don't care about:** In your quest to create content and rank higher, you have lost vision of your buyer's needs and challenges. This "filler" content waters down your brand and buyers ignore you altogether.
- **Lead acquisition is destroyed with non-targeted messaging in editorial content:** If your message doesn't have an end goal, your buyers will be turned off, and instead of engaging with your website, they leave before identifying themselves.

Focus all of your content on the specific reason buyers buy from you in the first place. Stay consistent and work to avoid confusing buyers with "fluff" content. Ask yourself, "Why would they care?" when creating all of your marketing content.

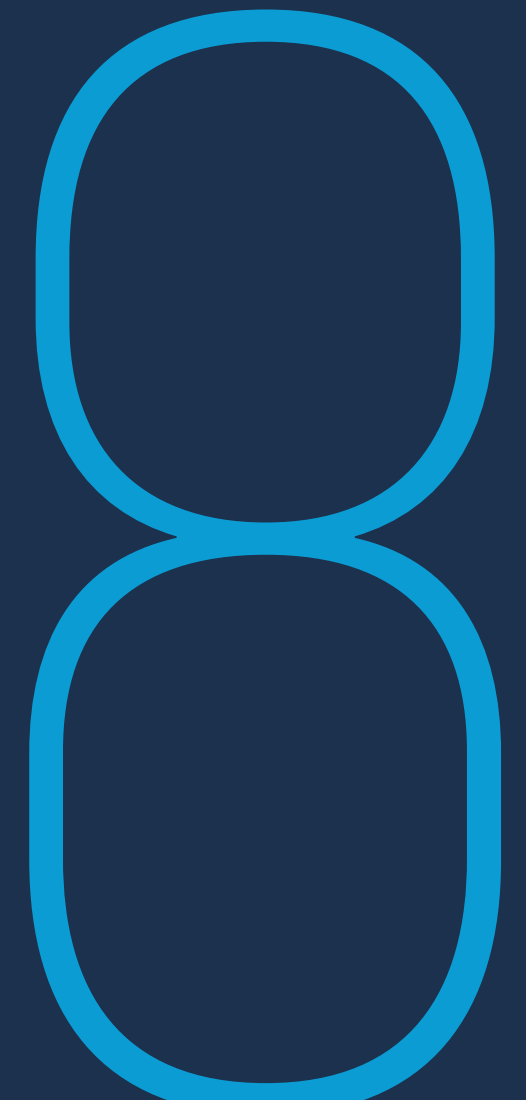


EIGHT: YOU HAVEN'T PROPERLY INTRODUCED YOURSELF



If you haven't properly identified your audience, you won't create a lasting relationship. Are you speaking to the right people in the right way? Making sure you know who buys your product and exactly what problem you're helping them solve is critical to marketing success.

- **Talk like a local and speak to your audience in a way they're familiar with:** If you have a highly technical product and you're selling to a technology buyer, your messaging is going to be different than if you sell to a CFO.
- **Keep your audience targeted to only a few:** You can't be everything to everyone, so be the custom problem-solver to a specific audience. Make lasting relationships, not shallow conversation by focusing your attention on your buyers' positions and unique needs.

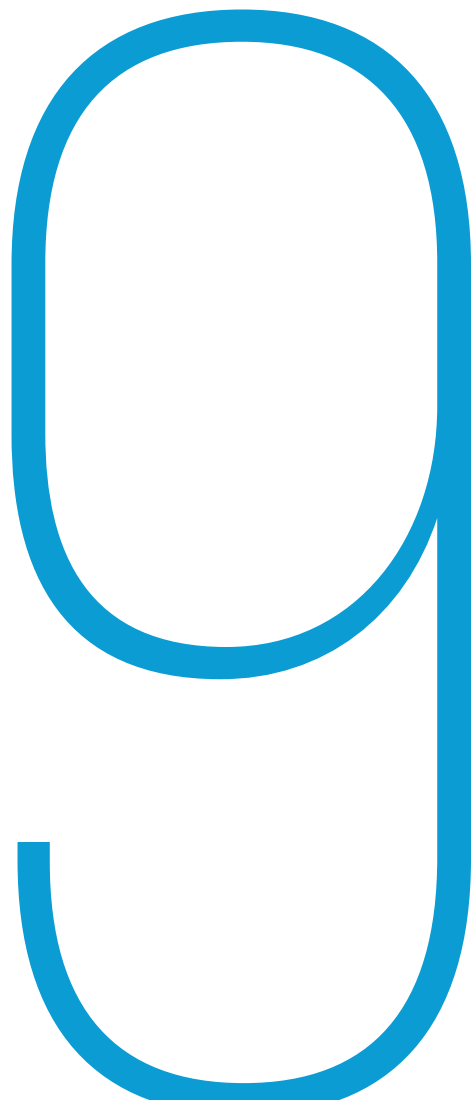


NINE:

TRUST ME, I'M AN EXPERT?

Establish trust with your potential buyers before you ask them to open their wallets. If your website does not build trust with your visitors, then you're significantly less likely to get leads from your website.

- **Solicit happy customers and publicize their feedback:** Don't be too egotistical about it (see item 2), but don't be bashful about showing potential buyers you've done this before. Leverage the use of testimonials, rating systems, video and certifications.
- **Have you won any awards?:** If so, make sure you include these to show that it's not just your word, but the word of other professionals that you know what you're doing.
- **Once you define your target audience, begin to develop a list of large key accounts you wish to obtain:** This will take your online marketing strategy to the next level by allowing you to develop hyper-focused, problem-solving content for those key accounts. This practice is called account-based marketing.



ABOUT SYNCSHOW

SyncShow specializes in guiding transportation and logistics organizations with complex challenges in branding, sales and marketing communications through an online communications transformation to unleash your revenue potential.

We start by developing communication strategies that permeate sales, marketing, customer service and human resource departments. We then assist in the guidance and implementation of such strategies. [Contact us](#) today to see how we can help you transform and grow.

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