

# 054 - From SEO Leads to Sales

Gert Mellak 0:00

A lot of companies do email marketing completely wrong. I believe in many spaces. Maybe a few industries are different in many spaces email marketing is a report tool. E-mail marketing is a tool where you want to make sure that people start to like and trust you. Trust your advice, start getting some results. But it's not a sales tool per se.

SEO Leverage Podcast Intro Music 0:25

Welcome to the SEO leverage podcast, where we talk about search, marketing, and conversion.

Gert Mellak 0:35

Hello, and welcome. This is Gert Mellak from Seoleverage.com. You're listening to Episode 54. And today, we want to make sure that all those leads we're generating through your SEO actually can turn into leads. And I'm saying can because sometimes, obviously you can't force anybody and only a portion of the people converting into leads are going to be ready to make a purchase at some point. But you can certainly do a lot of things wrong. So in this episode, I want to cover a few ideas I have when it comes to converting leads into sales, and this way actually grow your business through SEO and lead generation. Most of our clients are generating anywhere between 50 and 5000 leads every month. So what you do with those leads afterwards has a very important significance. If you're new to SEO lead generation, you want to definitely make sure that the email addresses you got through lead magnets etc., and we have other episodes and are going to do more about this because it's very, very important part of an overall content marketing strategy, you want to make sure that you have an email sequence in place. And the way this works roughly is that people opt in for something on your website, and your email system we're using for example ActiveCampaign, we were using Ontraport before, both are excellent systems. This email system is going to make sure with an automation that those email addresses are being nurtured through a nurturing sequence, meaning a series of emails that brings certain aspects to their attention. I remember for example, we had an a lead magnet on our site, which was a short ebook with 10 suggestions people could implement on their website. And then the email sequence essentially would make sure that people really get a little bit more context about those suggestions. Know about certain results they can get based on these suggestions as we have seen on other projects. And this way, also, the asset of the ebook itself gets a little bit more valuable, because when you download something, how often have you downloaded something and it was just sitting down in the downloads folder on your computer and you never had the time or focus to get back to it and really read it through, work it through, make sure you can actually execute upon it, this is really going to change once you make sure that the email sequence you have in place essentially repeat and stresses certain parts of the actual lead magnet. The lead magnet was interesting because a client was in a certain situation. They needed to solve a certain problem or wanted to learn more about something. But then a lead nurturing sequence is going to make sure that they actually get the concept. They get more opportunities to dive in. To get exposed to your brand multiple times but

providing value to them, which is ultimately going to put them in a very good position to become a potential buyer afterwards. A lot of companies do email marketing completely wrong. I believe in many spaces, maybe a few industries are different. In many spaces, e-mail marketing is a report tool. E-mail marketing is a tool where you want to make sure that people start to like and trust you. Trust your advice, start getting some results, but it's not a sales tool per se. And I think I want to mention a course I did years ago which was called AutoResponder Madness, I think it should be still around. On this course, I learned a lot not only about email marketing, but marketing in general. There's a lot of about how to analyze your target audience and communication and how to build up tension in with cliffhangers and other copywriting structures etc. It's really worth diving into this because ultimately you only get so many opens in your inbox. Anything between 25-30 and 50% open rates, I think is pretty much industry standard. 50% definitely being on the high end there. But you want to leverage the content of your email. You want to make sure that the words are chosen wisely and trigger the right emotions when someone is reading those emails. Only then when you trigger the right emotions, you're going to be able to also trigger a response which could be an, a click, could be raising some interest or could be eventually a sale. Now if you think about most emails, you get most newsletters, you get most email sequences you get from pages where you signed up for something or downloaded something. They actually are trying really hard to make a sale. So they just push their product all the time. They might be doing a little bit more work and push a case study once in a while. But very often like an upfront sale, "Hey look, we have this discounted now it's a good time to purchase, we have Black Friday coming up, get it 50% discounted", whatever it is, it's all about sale, sale, sale, and to everybody on the list. Many of your people that are sitting on the list are not going to be interested in purchasing what you have to offer right now. So you carefully want to make sure that you check whether they are interested before you actually try to push a sale to hard. A strategy I've seen for example, that people do very often is that they ask people to raise their hand. Imagine you are in a hall full of people and you want to, you have some ice cream to sell. You're not going to ask every single one of them if they want to have ice cream. And if they want to purchase some ice cream. You might be shouting or have some sort of banner or whatever it is that catches people's attention and brings in those people who are ready to buy ice cream. If you're an email list, you don't want to sell and send a sales email to every single one of those people. You want to check for interest first. So what you could do with one on email systems and automations for example, is that you talk about a certain topic, maybe write a blog post about it, that's really a product article should be related to what you actually want to sell or the problem this is solving. And you could send this out to your email list and just tag those people who clicked on this link in order to read this article. And what this is going to do is, in your email system next to those contacts, it's going to have a tag that says clicked on case study, for example. And then automatically, those people can be added to a group that then receives maybe a series of three, four emails, well written, preparing them for the sale that's coming into the email sequence, probably towards the end. So essentially, you ask people tell people about a case study, people interested in the case study are qualifying, like raising their hand that they want to learn more. Only those people are getting to see a sequence of four emails, maybe one per day, in order to give them more exposure to this case study, maybe tell them more details, give them an idea about what the results are going to be and give them some imagination how results could turn out for them, and then try to make a sale only to

those people who have raised their hand. I'm just thinking that the ice cream example in a hall is probably not the best I've ever had. But whatever you want to sell to people, you want to have them first raise their hand in order to avoid the frustration they are going to feel and you are going to feel if you're selling to the wrong people. So next time you want to convert your leads to sales, get them to raise their hand and get them to actually tell you that they want to learn more. They are ready to invest some more time. First of all, in order to then be eligible for consuming your product and consuming your offer making the purchase. If you'd like to get the leads and you're still in the stage where you need to get the leads from your SEO efforts, reach out to us at [SEOLEVERAGE.com](https://SEOLEVERAGE.com) My name is Gert Mellak you listening to our podcast episode 54, and we have all the episodes also with a written version of it over at [SEOLEVERAGE.com/podcast](https://SEOLEVERAGE.com/podcast). Thank you.