

The Two-Step Process for Getting New Clients from Your Most Profitable Zip Codes

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Short Description of the Presentation:

We all want profitable customers which are often those within specific geographic areas. This presentation will step the listener through the process of generating new clients from the most profitable zip codes within your market area utilizing banner ads on the Weather App, Facebook and sight and search retargeting. To keep it interesting, this presentation will be in the format of a discussion amongst Market Hardware staff members.

Designing A Website That Converts Viewers To Customers

- The first five seconds (what do you do, where do you service and how can I get in touch with you)
- Is your website mobile compatible?

Two-Step Process

- Banner ads on steroids
- Three best places to put banner ads and how to utilize them
 - ❖ Weather Channel (you pick the zip code/s for your banner ad to appear)
 - Investment/ad views
 - Designing web ads
 - ❖ Sight and Search Retargeting
 - Your ad follows to next sight looked up!
 - How to start a campaign
 - ❖ Facebook
 - What kinds of companies should use it
 - Targeting customers based on behavioral interests

Recap So It All Makes Sense

How To Select The Right Provider By Asking The Right Questions

