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LEAD GENERATION

OVERVIEW

MY BUSINESS BACKGROUND



- Co-Founder – The Original Business Club - 2021
- Founder – Joseph Creative Business -2015
- Co-Owner Rosedale Letting Agents – 2011
- Co-Owner – MPSK -2010
- Co-Founder – Rosedale Property Agents -2002



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QUESTIONS

PLEASE DROP YOUR QUESTIONS INTO THE CHAT AND I'LL ANSWER AT THE END






- **ATTRACTION MARKETING**
- WHY WOULDN'T YOU WANT TO BE THERE?
- COST?
- START WITH AS LITTLE AS £200 PPC SPEND
- ROI





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 website design  

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Ad • www.josephcreative.co.uk/ ▼ 01733 822227

Website Design Peterborough - Affordable Local Websites

Modern, mobile responsive **websites** that drive new customers to your business.

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Learn More About Our Business.

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We aim to empower businesses by going against familiarity to create truly bespoke sites. To...

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HOW DOES GOOGLE GIVE RESULTS?

- GOOGLE SEARCH RESULTS LOOK FOR LOCAL PAID ADVERTISERS
- GOOGLE IS NOT A SEARCH ENGINE
- SEO – DOESN'T WORK, SIMPLE
- RESULTS ARE DETERMINED BY QUALITY SCORE AND BEST BID
- NOTE: QUALITY SCORE TRUMPS BIDDING
- GOOGLE FUNDAMENTALLY WANTS YOU TO GET GREAT SEARCH RESULTS
- TRY BING AND SEE THE DIFFERENCE



QUALITY SCORE

- MOST IMPORTANT FACTOR IS QUALITY SCORE. /10
- THIS IS HOW GOOGLE SCORES YOUR LANDING PAGE TO THE KEYWORDS
- IT IS FUNDAMENTAL, FAIL HERE AND ALL ELSE FAILS TOO
- HOW RELEVANT IS YOUR KEYWORDS TO THE LANDING PAGES
- THE MORE RELEVANT THE HIGHER THE SCORE
- THE HIGHER THE SCORE – THE CHEAPER THE CLICK. (PPC)



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<input type="checkbox"/>	<input type="radio"/>	Keyword	Ad group	Status	Max. CPC	↓	Quality Score	Exp. CTR	Ad relevance	Landing page exp.
Total: All but removed keywords										
<input type="checkbox"/>	<input checked="" type="radio"/>	[blurred]	[blurred]	Eligible	\$2.21		7/10	Average	Above average	Average
<input type="checkbox"/>	<input checked="" type="radio"/>	[blurred]	[blurred]	Below first page bid (\$10.20)	\$2.03		7/10	Average	Above average	Average
<input type="checkbox"/>	<input checked="" type="radio"/>	[blurred]	[blurred]	Below first page bid (\$3.34)	\$2.01		7/10	Below average	Above average	Above average
<input type="checkbox"/>	<input checked="" type="radio"/>	[blurred]	[blurred]	Eligible	\$2.65		6/10	Average	Average	Average





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HOW TO IMPROVE YOUR QUALITY SCORE

ENSURE YOUR URL HAS THE KEYWORDS WITHIN IT

<https://www.e-tcs.co.uk/services/pat-testing-services/>

ENSURE YOUR KEYWORDS ARE IN THE MAIN HEADLINE OF YOUR PAGE

AVOID USING TOO MANY KEYWORDS PER ADVERT / LANDING PAGE

MENTION KEYWORDS IN CONTENT BUT NOT MORE THAN 3%

TAG YOUR IMAGES TO ENSURE GOOGLE CAN UNDERSTAND THE IMAGES

MAKE SURE YOUR PAGES LOAD WITHIN 2 SECONDS



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KEYWORD MATCHING

EXACT MATCH – [WEBSITE DESIGN]

PHRASE MATCH – “WEBSITE DESIGN”

BROAD MATCH – WEBSITE DESIGN



NEGATIVE KEYWORDS

WHEN USING PHRASE MATCHING OR BROAD MATCHING YOU WILL NEED
TO USE NEGATIVE KEYWORDS

NEGATIVE WORDS STOP YOU APPEARING IN THE WRONG SEARCHES

EXAMPLE:

JOBS / FREE / APPRENTICES / BUILD YOUR OWN



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FREE EVENT 25TH MARCH 2021

Google

Be Found



MAR
25

Google Ads - Getting To The Top Spot

by Joseph Creative

Following

Free



Register

<https://events.josephcreative.co.uk>

EMAIL MARKETING



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- GOLDEN RULE – KEEP IT PERSONAL
- USE FIRST NAME ON ALL COMMUNICATIONS
- STOP USING GRAPHICS
- STOP MAKING YOUR EMAILS LOOK LIKE MARKETING
- USE SEGMENTATION – CUSTOMER / PROSPECT / INDUSTRY / SERVICE
- USE CLICK LINKS TO TRACK ACTIVITY
- ADD VALUE

EMAIL MARKETING FAQS



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- HOW FREQUENT SHOULD I EMAIL?
- CUSTOMERS – MINIMUM MONTHLY
- PROSPECTS – FORTNIGHTLY
- OPEN RATES
- CLICK THROUGH RATES
- WHAT SOFTWARE CAN I USE?



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LAUNCHED 2002 BY REID HOFFMAN
PURCHASED BY MICROSOFT IN 2016, \$26 BILLION
630M WORLDWIDE PROFESSIONAL USERS
22.8M UK USERS
48% ACTIVE USERS
44% USE A PREMIUM SERVICE

277% MORE EFFECTIVE

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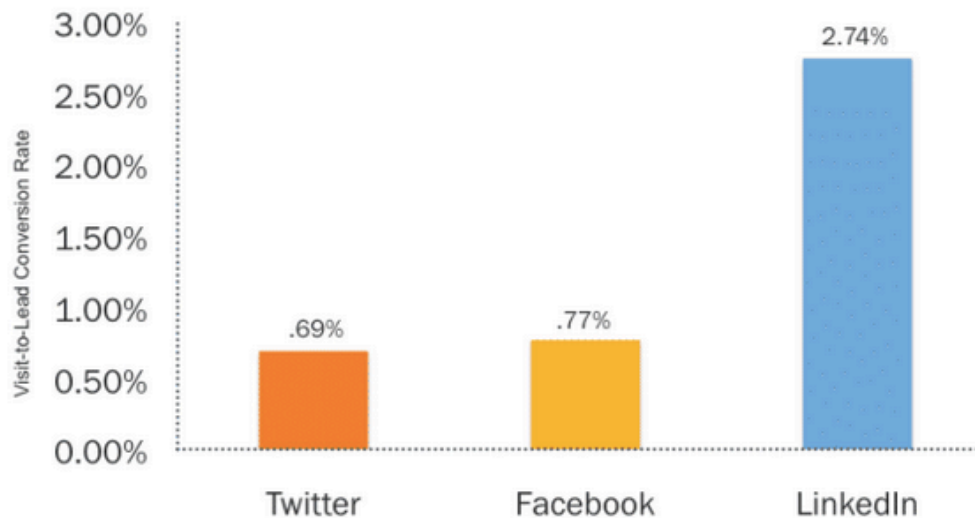
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447 Shares


Generating Leads on LinkedIn


LinkedIn is an especially good source for discovering leads. Hubspot found that LinkedIn is [277% more effective](#) at generating leads than Facebook and Twitter.

LinkedIn Best Social Network for Lead Generation



YOUR PROFILE



Joseph Reilly 

Managing Director@Joseph Creative Business / Web Design / Brand Design / Social Media / LinkedIn Trainer & Mentor

Peterborough, England, United Kingdom · [500+ connections](#) · [Contact info](#)

[Open to](#) [Add profile section](#) [More...](#)

Providing services

Search Engine Marketing (SEM), Brand Marketing, Content Marketing, Content...

[See all details](#)

Anyone

Share that you're hiring and attract qualified candidates.

[Get started](#)


About

I help business increase their revenues with digital marketing strategies that bring more customers to my customers.

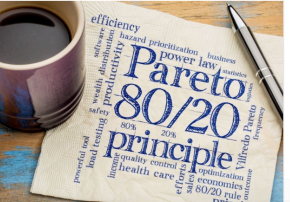
Previous experience working with the likes of Ford Retail, Nissan, Audi, Autoglass, BAA and many mo... see more

Featured [See all](#)

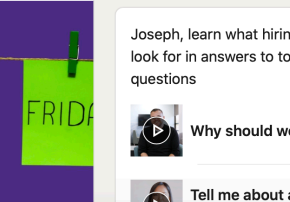
You don't have to be an expert to make LinkedIn work for you – you just need a fe...



Does this remarkable rule apply to your business? Which magic rule am I talking...





Are you strugg... feeling?...



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Joseph, explore relevant opportunities with Healthcare at Home

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Unternehmensinhaber bei GERSTEL

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Director at Regent Construction

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Michael Hewett
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Paul Whittingham
FinTech Specialist | Digital Marketing Agency Owner


[Connect](#)

Joseph, learn what hiring managers look for in answers to top interview questions

Why should we hire you?




Tell me about a time you



BUILDING YOUR TARGET AUDIENCE



SALES NAVIGATOR – 22 FILTERS


Filter your search
0 results
Search
×


Lead filters
Account filters

Top filters
Apply your sales preferences
☐

Keywords

Geography

+ Add locations

Within: Region 

School


+ Schools someone studied at

Last name

+ Add a last name

Custom Lists

+ Select custom list

Within: Accounts 

Relationship

+ How closely you're connected

Profile language

+ Profile languages

Past Lead and Account Activity

+ Filter your leads/accounts

Industry

+ Add industries

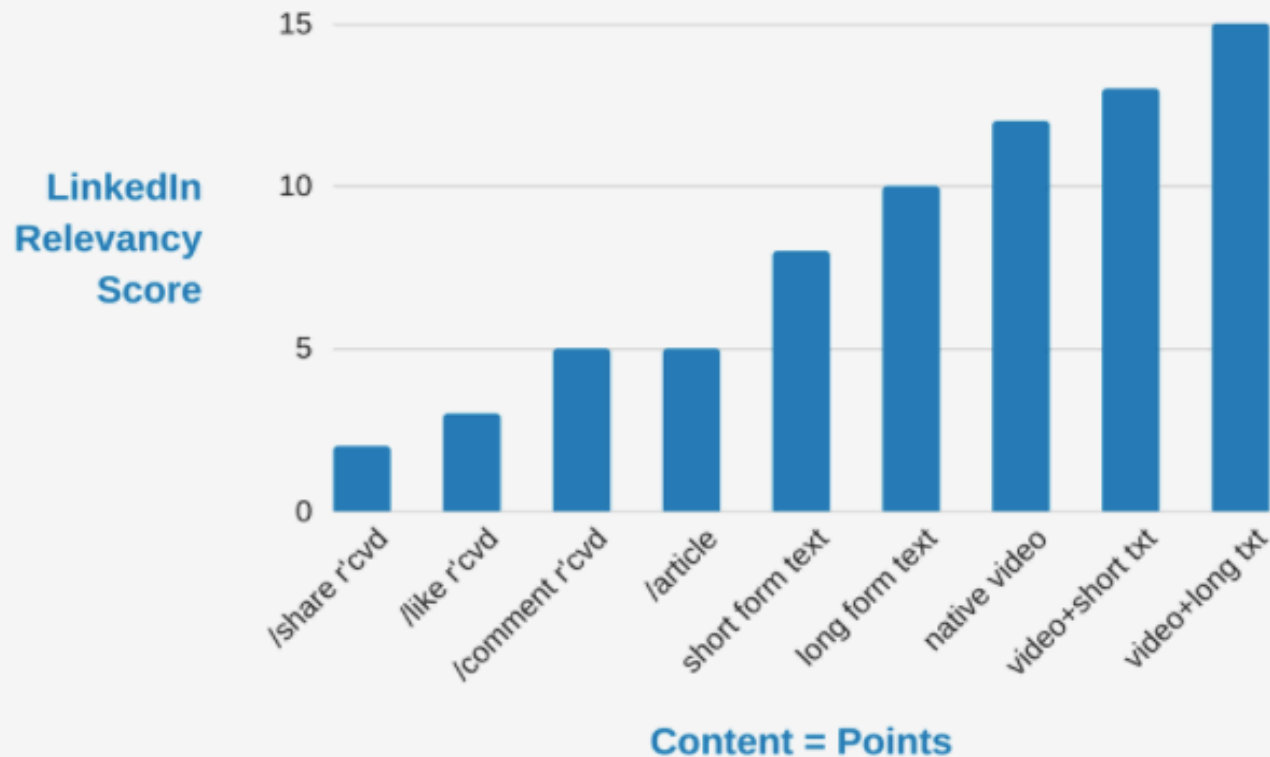
First name

+ Add a first name

Role & tenure filters

LINKEDIN POINTS SYSTEM

LinkedIn Points System



source: <https://www.linkedin.com/pulse/how-stuff-works-linkedin-sarah-grosz/>



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SETTING UP AN EVENT ON YOUR LINKEDIN COMPANY PAGE
WATCH THIS VIDEO

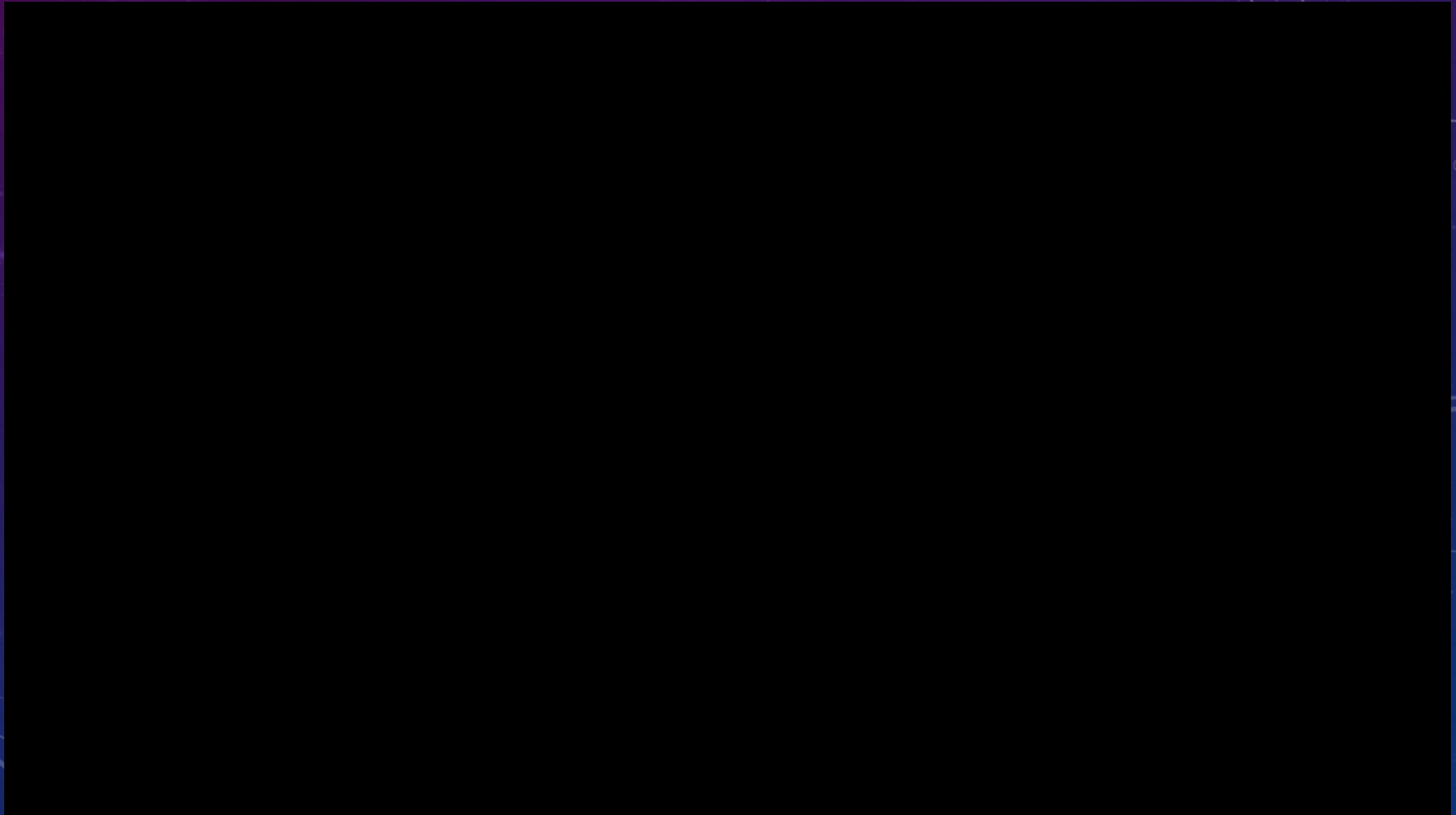




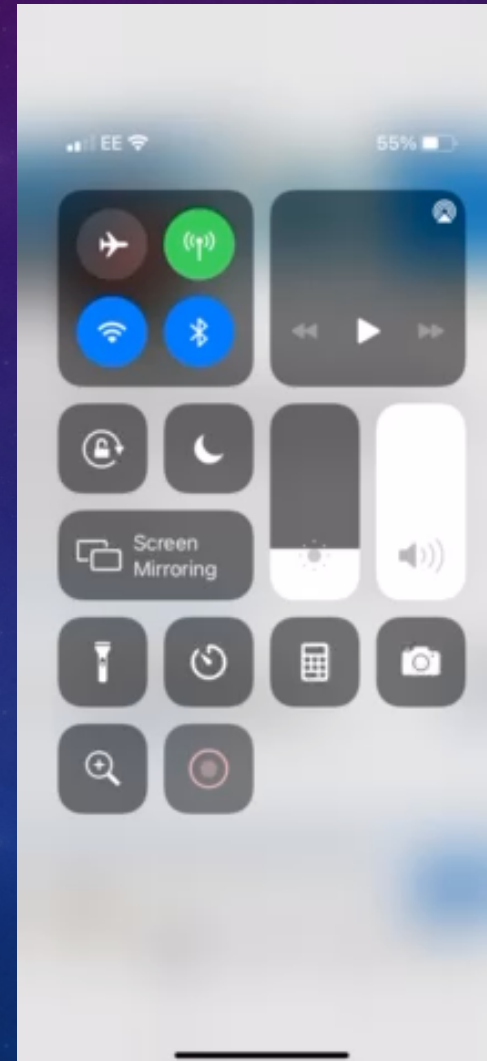
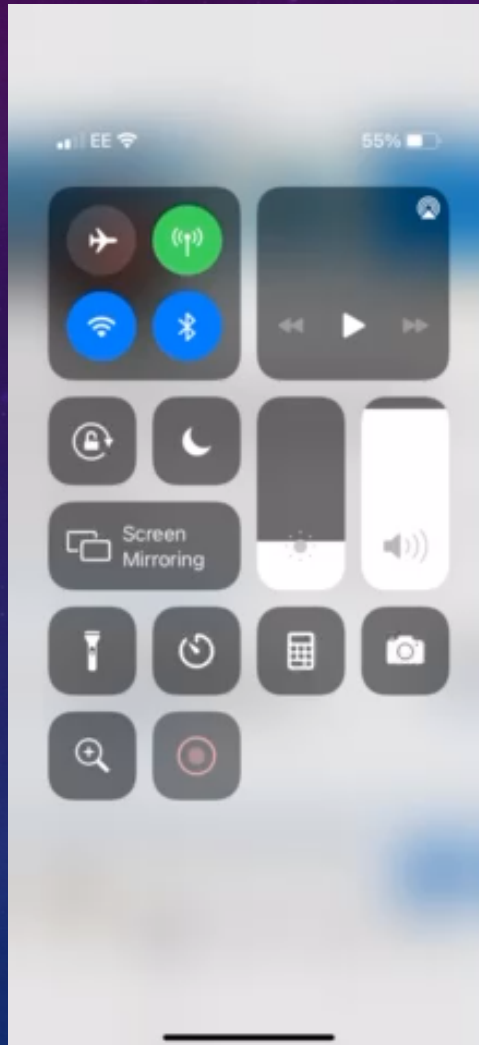
ADD YOUR POSTS INTO YOUR PERSONAL PROFILE
80% OF CONNECTIONS TAKE A LOOK AT YOU
WATCH THIS VIDEO



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NAME PRONUNCIATION





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UPCOMING EVENTS – 11TH MARCH 2021

FREE EVENT - LINKEDIN MASTER YOUR PROFILE





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SOCIAL MEDIA PAID ADS

WHY PAY FACEBOOK FOR ADVERTISING?

ONLY 5.2% OF FOLLOWERS SEE YOUR ORGANIC POSTS

DON'T BOOST YOUR POSTS

USE FACEBOOK BUSINESS MANAGER

1.82 BILLION USERS LOGGING IN DAILY



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SOCIAL MEDIA PAID ADS

USE VIDEO ON YOUR PAIDS ADS – FACEBOOK GIVES VIDEO PRIORITY

UNDERSTAND WHAT YOU WOULD LIKE OUT OF THE ADVERT
WEBSITE VISITORS / FORM FILLING / LINKS TO EVENTS

CREATE CAMPAIGN GOALS

ADD A FACEBOOK PIXEL TO YOUR WEBSITE



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WEBINARS

- VIRTUAL LEARNING
- HUGE GEOGRAPHICAL REACH
- GREAT ADDED VALUE
- SHOWS OFF YOUR EXPERTISE
- ZOOM MAKES IT EASY
- USING EVENTBRITE IS SIMPLE
- ENHANCES YOUR PERSONAL PROFILE



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NETWORKING & BUSINESS CLUBS

- GREAT WAY TO MEET LIKE-MINDED BUSINESSPEOPLE
- COLLABORATE WITH NEW BUSINESSES
- MAKE NEW FRIENDS & SOCIALISE
- WRITE NEW BUSINESS
- GAIN REFERRALS
- FANTASTIC FOR PERSONAL DEVELOPMENT
- FIND NEW SUPPLIERS



LEAD GENERATION - PREDICTABILITY

SOURCE	ENQUIRY STATISTICS			
	JAN	FEB	MAR	Q1
	TARGET			
	TOTAL			
	120	115	130	
	121	106	0	227
GOOGLE	33	30		63
LINKEDIN	37	34		71
FACEBOOK	12	10		22
INSTAGRAM	10	8		18
EMAILS	15	12		27
REFERRALS	10	8		18
OTHER	4	4		8

OVER 20 EVENTS DURING 2021



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- <https://events.josephcreative.co.uk>

MASTERMIND & CONSULTANCY 2021



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- GUARANTEED RESULTS OR MONEY BACK
- Mastermind Group
- <https://events.josephcreative.co.uk>

Q & A



- RESPONSE TO CHAT QUESTIONS

CONTACT US



- JOSEPH@JOSEPHCREATIVE.CO.UK
- WWW.JOSEPHCREATIVE.CO.UK
- 01733 822227