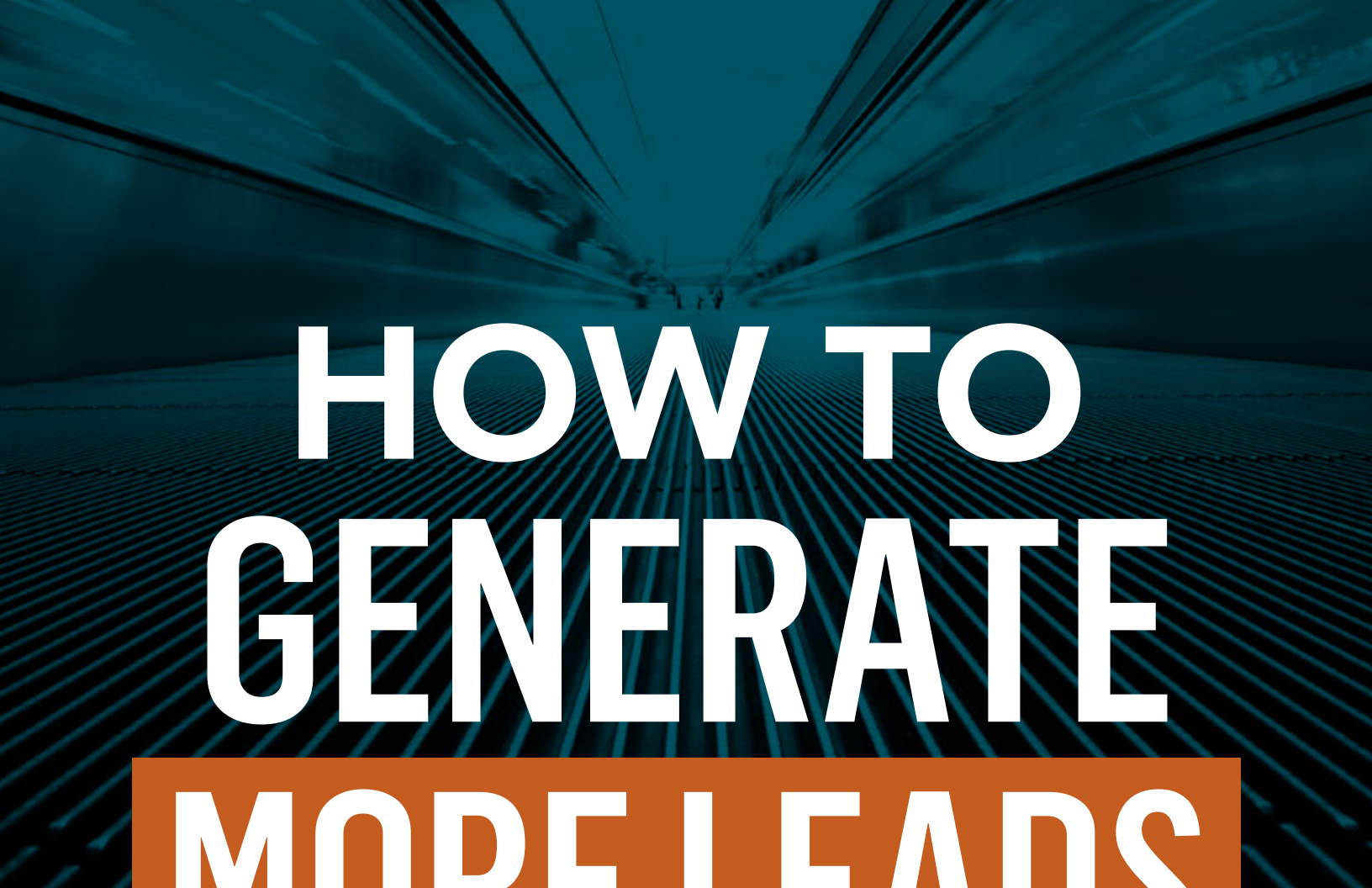




HOW TO GENERATE MORE LEADS

TO GROW YOUR
INDUSTRIAL EQUIPMENT SALES
AND SERVICE BUSINESS





If you are looking for sustained growth in your revenue, you need a consistent flow of leads. The *right* leads.

One of your best opportunities to create profitable, long term customer relationships happens when equipment breaks and the customer needs help fast.

We've interviewed dozens of buyers/decision makers of industrial equipment and services during our years of marketing to that audience on behalf of our clients. We know facilities managers and what they are looking for.

When a facility has broken equipment or their people are concerned about its performance, it creates a unique opportunity for your company to step up and fill the gap. It puts you in a position to make and deliver on a series of important promises, letting the customer know that your company has the expertise they need and that they can trust you.

You can be the company that comes in and fixes that problem AND builds a strong, trusting relationship. But you have to be positioned to do it at the right time, in the right way. There are three things you need to do:

1) Get found

Anticipate what your clients need when they need help.

2) Give them what they need

Make sure they know that you will deliver the things that they care about most.

3) Offer a clear and specific call to action

Make it easy for them to act fast. Immediately begin to make and keep promises that set the customer up to trust you.



1) Get Found

For your business to get found online, your marketing has to be built on genuine insight into *your* customers. Generic content simply won't work.

Two things must work in tandem:

- Content that speaks to the real problems of your potential clients
- Technical SEO (for organic results) and SEM (for paid search results)

Content

To create engaging content, you need to understand the **specific things your prospects are looking for**.

I have had clients who complain "we don't show up when customers search for ...". Focusing only on the broader topic is not sufficient. To consistently get found by the right clients at the right time, we have to get granular and approach the problem from every angle.

For example:

- Here is a place to start:
- Searching for a company like yours:
- "Steam boiler repair in Omaha"

However,

- To ensure you consistently show up, you need to add content that addresses a solution to a specific problem:
"Cummins diesel generator engine block heater not working"

Your content (blog posts, services pages, videos, collateral, etc.,) and on your social and directory pages should be titled, created, and organized to clearly answer the critical questions your customers have about their equipment.

Be consistent. Studies show that sites that build a big library of relevant content get the most web traffic. It's the ultimate Longview strategy. set the customer up to trust you.



Make sure search engines notice

Once you have the right topics, it is essential that search engines see it and understand it. Your business's chances of getting found increase when your content is:

- Right titles
- Create clusters of content around key customer issues.
- Written in simple language
- Coded and tagged
- Is consistently updated
- [Your business occupies and regularly updates its presence around the web – social media sites, directory listings, review sites, etc.]

Invest in Paid Online Advertising

To go beyond what organic search results can achieve, invest in paid advertising to amplify your reach. There are few faster ways to generate new leads, but it's also easy to waste lots of money with no results.

For example, a client we are working with now was paying for leads from another country because the campaign was not properly set up to deliver on the real needs of their real prospects.

Digital ad campaigns that are properly conceived and closely monitored can cost-effectively deliver additional targeted visitors to your site.





2) Give Them What They Need

Once your marketing successfully attracts a new prospect to your site, provide specific answers to their questions.

In addition to including that expert content, give them specific reasons to contact you for help and not bother checking out competitors.

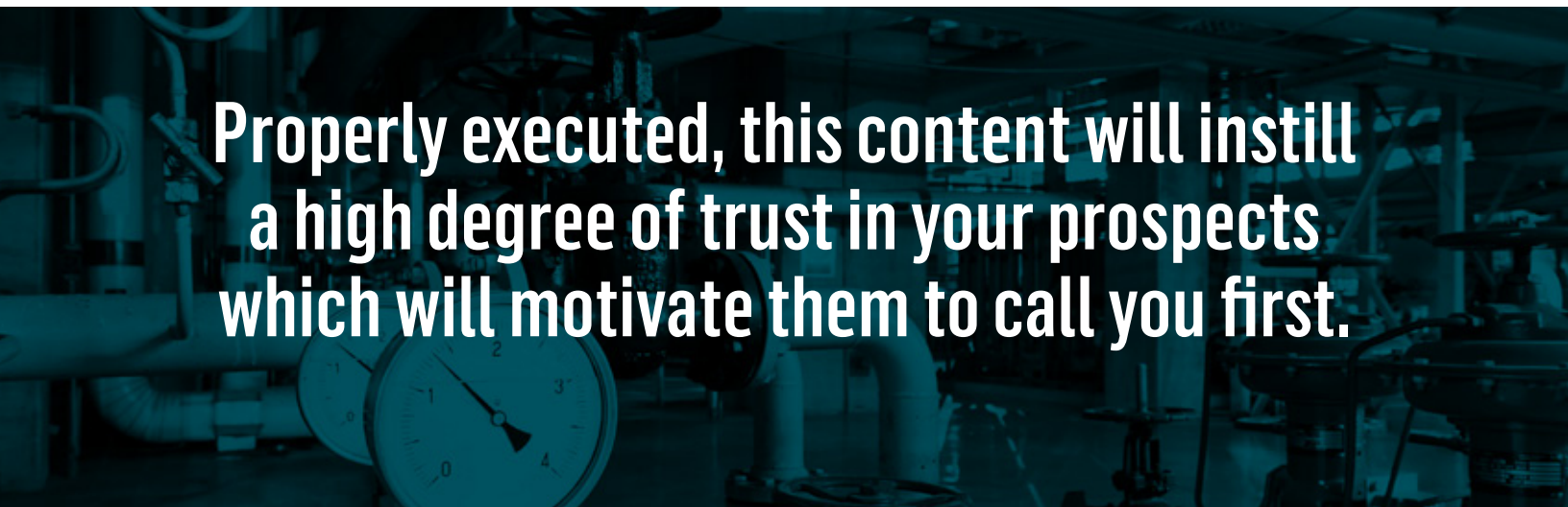
Our research shows that your company needs to promise three things:

- 1) A quick response
- 2) 24/7 help (and trust that you can support that promise)
- 3) A technician with the knowledge, materials and skills to fix their equipment properly the first time

Once these three criteria are met, your content should elaborate and provide proof around some of your customers' most pressing concerns. For example:

Within its text, videos and images, your site needs to include:

- Evidence that your company and technicians service the kind of equipment they have, including proper qualifications such as factory training.
- Confirmation that your company serves organizations like theirs (industry, size, location...).
- Social proof, in the form of testimonials or reviews, that you indeed serve those kinds of organizations well.
- Clear indication of your locations, hours, and service area(s). This will affect their belief about any promises to be responsive and available.
- Content and resources that address the questions they're likely to have across a variety of circumstances (this ties back to getting found because you'll need that portfolio of content for Google to index in the first place).



**Properly executed, this content will instill
a high degree of trust in your prospects
which will motivate them to call you first.**



3) Call Them to Action and Deliver on Your Website's Promises

Your call to action should make it easy for a prospect to contact you and set clear expectations of what will happen once he reaches your company.

Make and keep promises. How you engage with each new lead offers the opportunity to quickly establish trust, seeding currency in the relationship.

Customers who have an understanding of what will happen in the process are more likely to take the first step to call you.

- 1) **Give them options.** Let them contact you the way that's best for them: phone, chat, web form, email.
- 2) **Tell them what will happen.** For example, "we will respond to you within 1 hour during normal business hours and 4 hours nights, weekends and holidays. A skilled technician is available to visit your site in 24 hours in 99% of cases."
- 3) **Make sure you deliver on your promises from the beginning.** Test your current business practices to see what a prospect experiences. Make necessary changes and thoroughly train all staff involved to ensure initial interactions are stellar.

Opportunities:

- Respond quickly to web form submissions and inbound emails, setting expectations for when and how he or she will hear from your company next. A study performed by the Brevet Group demonstrated that between 30-50% of customers would buy from vendors that respond first.
- Answer the phone live and route them to someone who: 1) will answer their phone or call back within a short time, like 15 minutes, 2) has the knowledge to answer relatively technical questions about their equipment, 3) can set an expectation for when a technician will be able to visit.
- Give him or her updates about when the technician will arrive and meet those promises.

When your website offers clear calls-to-action that shed light on what they will experience after they call, email, or message your company, new visitors (with whom you've built trust through 1 and 2) will follow your direction.

The path from unknown vendor to trusted partner is paved with many promises made and kept. Be sure to set up your systems and practices to exploit this unique opportunity to establish an impression, then monitor how well you are converting inquiries into real leads and long-term customers.



CONCLUSION

You need leads. Your future client needs a vendor he can trust that specializes in solving his unique problems. Those problems are never more exposed and top-of-mind than when something breaks.

Your marketing can position your business to get found precisely when the opportunity to serve is most needed to build trust and set your business up as a preferred vendor.

By making it easy for him to contact your company, offering a transparent view of what will happen after he does, and delivering on a series of initial promises, you will build your position as a preferred vendor before he talks with a salesperson or reviews your quote.

Marketing that does these 3 things, is regularly augmented and updated, then is refined and improved over time, brings in more leads AND sets your salespeople up for success.

This is what Longview does for clients day in day out so they get a consistent, predictable flow of leads that fuel their growth.



LET'S TALK

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