



# Five Steps to Generating New Business through Web Advertising, Landing Pages and Emails

### Step 3 – Advertise on the Web and Monitor

Use Google, Bing or Yahoo! AdWords or Facebook to bring traffic to the landing page. Target your demographics and keywords like you would for any other AdWords campaign. However, in this case, the ad should promote the availability of the free download. Monitor the ad's performance using the advertising platform and Google Analytics. Test different offers to achieve the best results and to maximize your costs per click.

### Step 4 – Integrate with Your Email Program

As visitors interact with your landing page, you will receive a form indicating that someone has downloaded the content or requested a consultation or meeting. You should then contact anyone requesting a meeting immediately. For the most efficiency, you want to program your contact form to dump information into an email program. (Our firm uses StreamSend.) You can also do this manually. We would then recommend that you set up Triggers. Triggers are e-mails that can be programmed to send automatically based on a database field, such as the date/time when an entry is created. This allows you to send out an email to a lead 24 or 48 hours after they have downloaded your content, provid-

ing them, for instance, additional content they may be interested in or a sales offer. Multiple Triggers can be set up.

### Step 5 – Nurture Your Leads

Not everyone makes buying decisions at the same pace. Someone may have visited your site very early in their buying process for the purpose of researching the problem they have. Other visitors make buying decisions very quickly. The goal is to interact and nurture your contacts over time. For instance, on the initial landing page, we provide an opportunity for someone to contact you by phone or email to request a meeting. We use Trigger emails to provide automatic follow-up shortly thereafter. We also recommend that you develop an e-newsletter that you send out to clients and prospects at least on a monthly basis. This will help you to ensure that your leads are nurtured over time. You can invite these leads to connect with you using social media.

We hope this article was useful to you. As always, if you have any questions or would like to see samples of our work in this area, email [johnzaher@theprmg.com](mailto:johnzaher@theprmg.com) or call us at (631) 207-1057 or (212) 201-1339.

### Trigger Email

**Turley, Hansen & Partners**

Thank you for downloading our brochure: "Facts About 9/11 Victims Compensation Under the Zadroga Act." We hope you have had the opportunity to read through its contents.

If you have any questions or would like to schedule a free consultation, please call us at 1-855-WTC-INFO or complete our [contact form](#) or [e-mail us](#).

[Download Our Brochure](#)

**Turley, Hansen & Partners**  
If you have questions, please call us toll free at 1-855-WTC-INFO and visit our Victims Compensation Fund information website at [www.zadrogafundinfo.com](http://www.zadrogafundinfo.com).  
Attorney Advertising. Prior results do not guarantee a similar outcome.

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(908) 882-3700

**THE WOODWORTH BUILDING, 233 BROADWAY, 5TH FLOOR, NEW YORK, NY 10037**  
(212) 497-3700

**3000 MADISON AVENUE, SUITE 102, LAKE SUCCESS, NY 11042**  
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[http://www.theprmg.com/client\\_preview/Zadroga/email/trigger-email.html](http://www.theprmg.com/client_preview/Zadroga/email/trigger-email.html)

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**Free 36 Inch Flat Screen HDTV**  
with the purchase of one of our units

With the age restriction now removed, units are going fast. We appreciate your earlier interest. As a thank you we would like to extend to you an exclusive offer of a 36 inch flat screen HDTV with the purchase of one of our units. Please, print out this email and bring it to one of our scheduled open houses, or, to schedule an appointment, contact us at (631) 472-2242. Offer expires 9/30/2011.

[Download Our Brochure](#) [Watch Our Commercial](#)

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