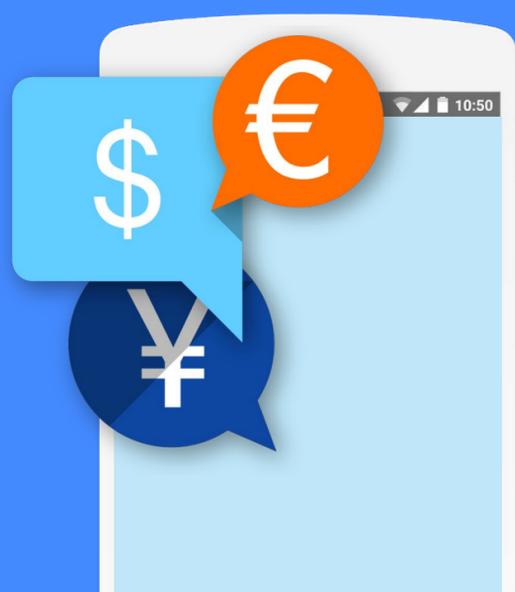


Turning conversations into sales

Win more business for your agency with these tips on how to research, approach, and convert leads.



Listen before talking

Before making contact with any lead, you should study how their business operates.

- Sign up to their newsletter
- Read their website copy
- Follow them on social media
- Go through their sales path
- Analyze their marketing campaigns

This research helps you to be more targeted in your approach. What are they missing? What could you improve?

Use landing pages

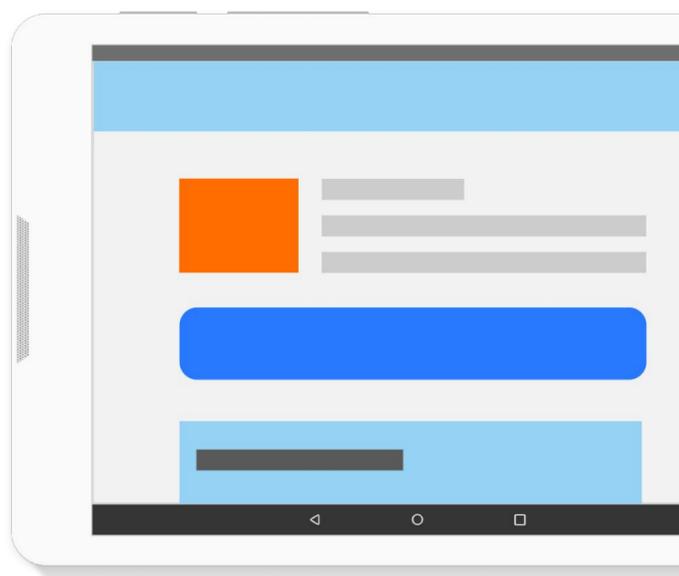
Landing pages give you a space to sell individual services.

For example, if you're offering AdWords services to a lead, sending them to a dedicated page that highlights your success with previous accounts will capture their attention far more than your homepage.

The best landing pages include:

- Engaging, scannable copy
- Relevant case studies or testimonials
- A clear CTA (call to action)

There are a lot of great agencies out there, and competition is fierce. It's key that you highlight your strengths in the right context.



Build your online influence

Writing guest content reinforces your brand, and promotes your agency to a wider audience.

Identify popular industry blogs and send them an introductory email. If they're looking for contributions, then send them some suggestions for blogs you could write.

Guest blogs demonstrate your industry knowledge, while also building strong backlinks to your website. These links will improve your search engine ranking and provide a free and consistent source of inbound leads.

Be honest and concise

When introducing yourself to new leads, get to the point quickly. If you spend the first paragraph of an email using sales-speak, then it's destined for the spam folder.

Stick to the following:

- We notice you have an issue
- We have a solution that can help
- We've done similar work for X and Y
- Read testimonials about the good work we did here
- This is how to contact us

Remember, they're only interested in how you can help them. Adding more detail than that just clouds your offering.



For more tips on client engagement, listen to episode one of our new podcast series: **'Turning leads and prospects into sales'** (the podcast is only available in English).



Now that you're generating more leads, read our one-stop guide to **creating a winning pitch**.