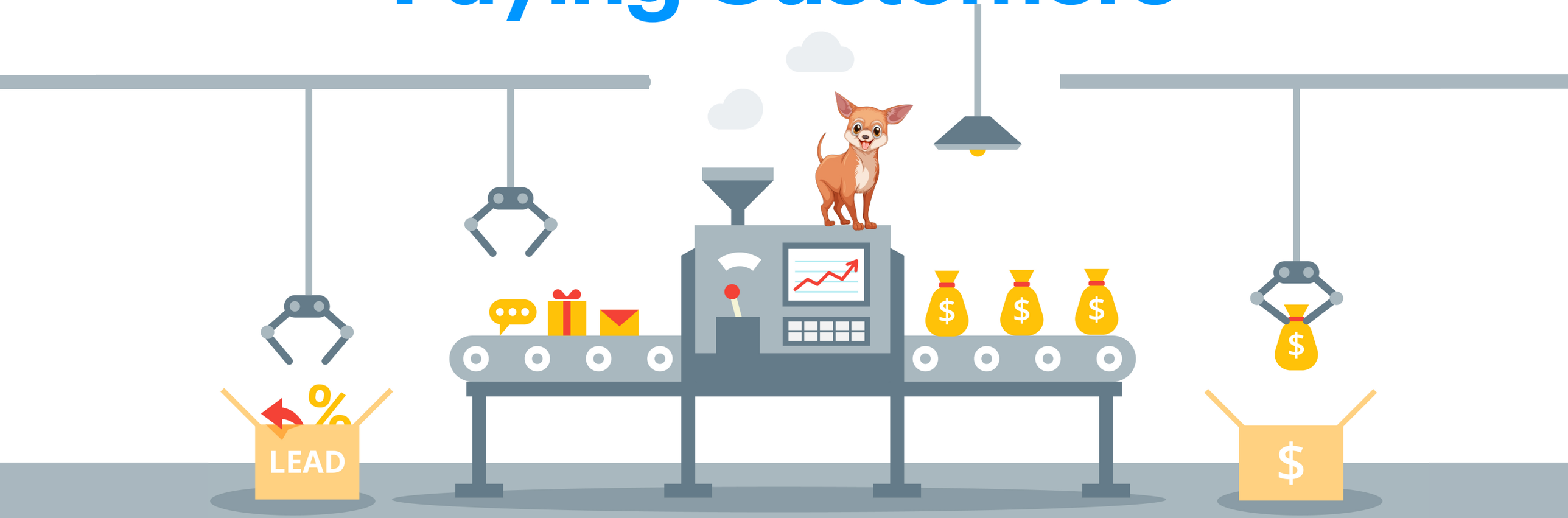
FREE GUIDE FOR DOG DAYCARE BUSINESSES

5 Ways To Bring In More Leads & Convert More Of Them Into Paying Customers

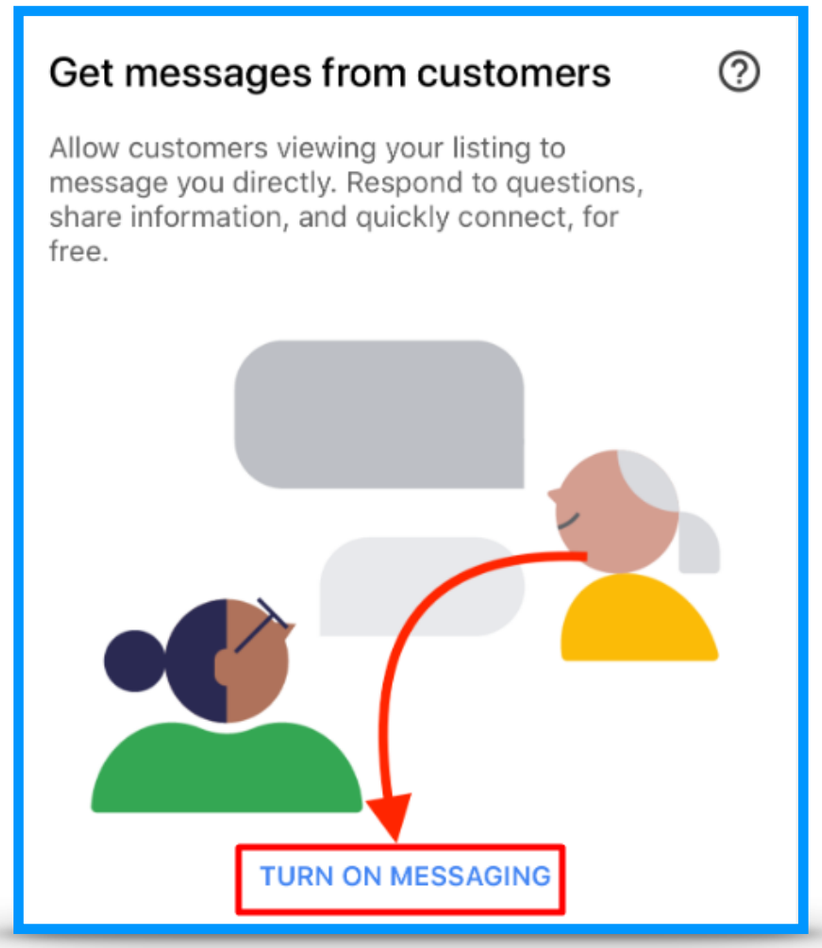


1 Enable The Google My Business Messaging Feature

Google My Business (GMB) is a powerful tool for reaching customers. It can be integrated with your system, to increase your ability to conveniently communicate with your leads or customers. When someone Googles a category of business, most businesses that pop up have the buttons to *call*, *save*, get *directions*, or *access the website*. You can **make your business stand out more, and reach additional leads**, by adding the chat/message option.

Most people on mobile prefer to chat over calling or emailing and this simple feature makes it easy for them to reach out to you for a quick message.

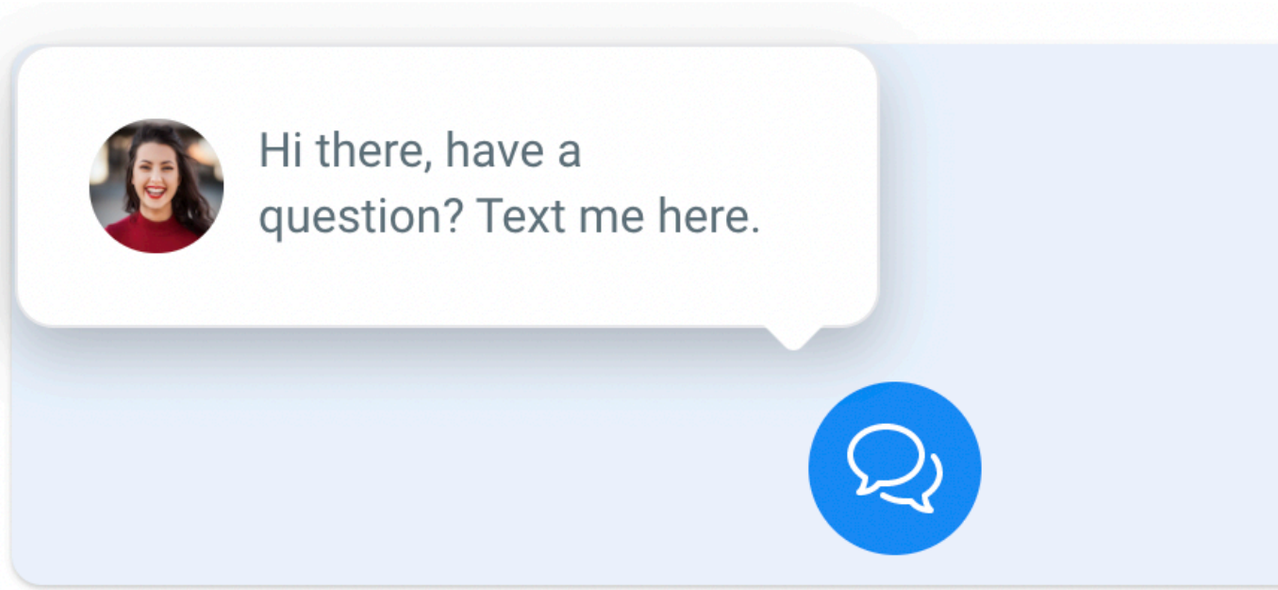
1. Search Google My Business in your browser.
2. Sign Up if you don't have an account. Sign In if you already do.
3. After signing in, click Messaging.
4. Fill out the necessary information under the Messaging Tab.



2 Put A Chat Feature On Your Website

You would be surprised at how many people view your website and have questions but don't want to take the time to call or email your business. Chat features on websites are now becoming standard as text messaging become more a part of our natural communication patterns.

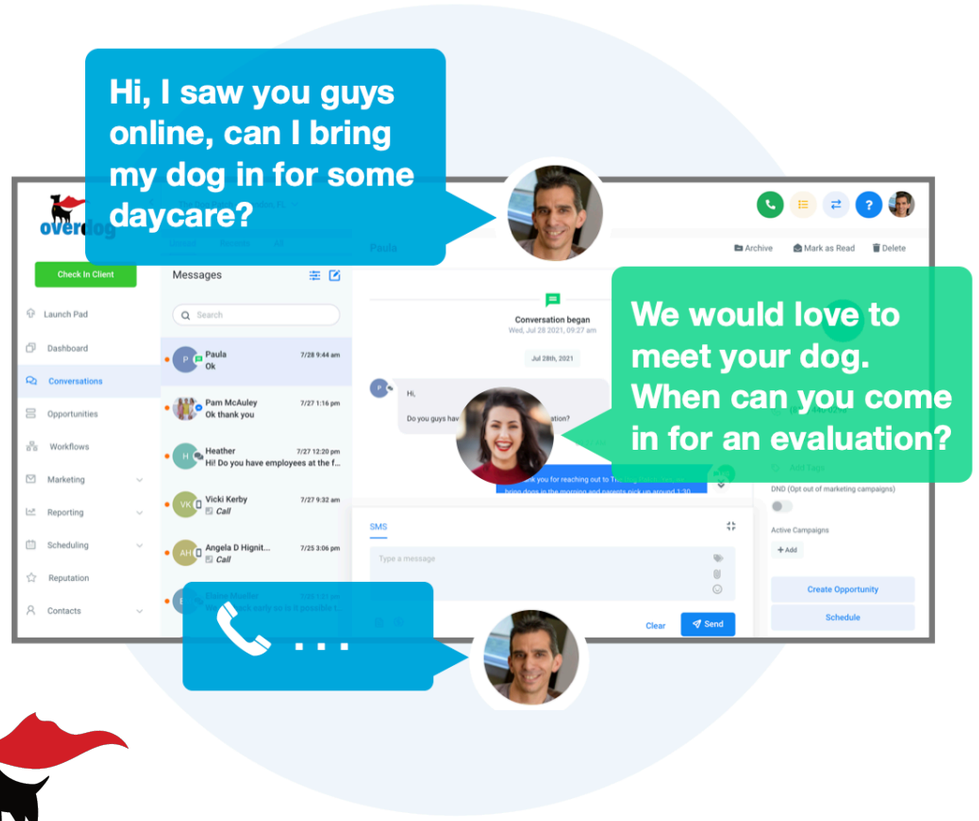
The chat widget allows people to type in a quick question that then gets sent to you so you can respond back to them. These, like most follow up, is best if you **get back to them as soon as possible** so make sure whatever software you use for this allows for you to get notifications on your cell phone so you can respond quickly and not lose the lead.



3 Improve Your Response Time

When people have questions they want answers - and fast. Technology has made it super easy for people to get the information they need in seconds. That's now the norm and it's expected. So, when they are unable to get their needs taking care of quickly, people move on. On to a quicker answer, on to another solution, on to a competitor.

If you want to have a successful business in these modern times you have to up your level of customer service.



It sounds daunting but luckily the same thing the caused this reliance on immediate feedback is also the cure - technology.

You need to have a system to receive all the message you get (which includes phone calls, texts, social media messages, Google messages) **and a process to get back to everyone** in a very timely manner. If someone is looking for a solution, it's often the first person to offer it to them that will get the business.

4 Create Better Follow Up Systems

All the time, effort and money you spend to get leads and customers into your business will be for nothing if you don't have a good follow up system in place. They say, "the money is in the follow up," and it's 100% true. Getting someone to make contact with your business in some way (whether it's a phone call, a text or a message through social media) is great, however **your ability to respond quickly, in the right way and more than once is critical** to converting leads and taking good care of existing customers.

A small percentage of leads will be ready to buy right now. The majority will need some more time and justification for the expense of what you offer. They will need some warming up and/or some reminders about your business. New customers also need some follow up to **deliver additional value** and **keep them engaged** with your brand. Engaged customers will use your services more often and spend more money with you over time.

You need to create systems that will follow up with both leads and customers The more proactive and efficient your follow up process, the more leads you will convert and the better more taken care of your customers will feel.

5 Build Your Reputation

Whether you like it or not, Google reviews have a **BIG** impact on your business. Studies show that people trust online reviews almost as much as a personal recommendation from a friend. And many will not make a buying decision unless a company has the social proof of a lot of positive reviews.

For Reviews, Google is the king. Don't worry about Yelp (they are pretty much irrelevant now) or Facebook. Focus your energy and getting as many Google reviews as possible and create a process to bring them in consistently over time. As a general rule, shoot for **50+ five star reviews and 20+ more than any of your competitors**.

If you just blast your customers list asking for reviews, you're like to get a very poor response rate. Not because they don't like you but because it's not urgent to them. The way to greatly increase your review rate is to ask your customers to write a review **immediately after they've had a positive experience** with your services. When they're feeling good about your business is when they are more likely to go out of their way to do you a favor.

If you Implement one or more of these into your business, you are guaranteed to get more calls, more leads and more customers. Start with #1 (the easiest of the 5) and take action getting each one up and running so that you can make it a regular part of our business.

If you want some help the Overdog platform can take care of all of these, as well as so much more. To learn about it, just go to:

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