



When it comes to marketing, everything you do should measurably produce results. There are plenty of factors that go into getting solid results including business niche or marketplace, and the tips and strategies I'll be detailing are a fantastic way for Restylane Lead Generation to see solid, measurable growth. - [Lead Generation Restylane](#)

We're experienced with our Restylane Lead Generation clients INCREDIBLE results! From 5-10 high-quality leads each week to tripling our clients sales from \$50,000 to \$150,000 inside a still month.

Why Traditional Marketing Sucks!

Television commercials, radio spots, newspapers ads, and billboards are really the 20th century procedure for gaining exposure and lead generation for window replacement businesses.

These antiquated old methods of advertising are all Interruption Advertising, and thus you are trying to Interrupt because as possible with your message and hopefully you find a few that are interested.

These techniques are archaic at attracting the interest of potential clients and are wasteful when compared with Google AdWords.

There is no greater approach to finding a quality local lead than when someone from your local area:

Does a Google search for your "window replacement", "window installation", and "window repair"? (BTW, yes absolutely it will and business niche)

Finds your ad towards the top of the page

Clicks in your ad

And then one minute later calls your organization

Someone searching for your organization on Google is more likely trying to hire you on the area or maybe within a week.

They may be searching on Google since they need your services at this time and are much further along inside the buying process than someone who you are trying to prospect with "Interruption Advertising".

Anybody containing ever been involved in any kind of sales or marketing is aware that there is a HUGE difference between if somebody is searching for you, finds you, and calls you...

Rather than you trying to prospect or “cold call” or “interrupt” people who have your advertising.

There is simply no comparison from the quality of the lead.
Likely the Best Advertising Platform Ever.

Advertising online is 100% and completely measurable so you will know EXACTLY what your roi (ROI) is which can be unlike many other forms of marketing like TV and Billboards.

Ppc (Google’s advertising platform) is the foremost thing that ever happened to the advertising world and business people because you have an incredibly powerful tool available.

Google AdWords advantages of beautifully executed timing when delivering ads to the people who are already seeking your glazing business, delivering you transparent window installation/replacement and window repair to generate leads results while you can track just what your return on investment is.

There are several entrepreneurial business owners who have built multimillion dollar businesses using Adwords as their primary means of generating new business.

There actually is nothing else like it today. If there was, remember that, I would be using it and suggesting that you do too.

Generating Leads Online with Adwords

What people need to realize right up front is that Google makes over 90% of the money through AdWords.

The search engines do not make their cash through organic search engine results or SEO (more on SEO later). Thus, Google WANTS that you advertise and they would love you to get good results so you keep spending increasingly more money on advertising year after year after year.

MYTH: “Ya, but nobody clicks on the top ads...”

Lots of businesses and professionals that I have worked with over the years have this misconception that no one clicks on the ads that appear towards the top of search results.

This couldn't be more mistaken. It's true that a lot of people click on the first or second organically generated result. However, according to a recent eConsultancy survey "41% of people didn't even realize we were holding clicking on ads in those first three to five results".

Furthermore, you only have to have a small percentage of people to click on your ad to get more leads than you'll be able to handle.

If you believe that no one clicks on ads and are unwilling to make the investment in a strong AdWords campaign, you're cutting yourself removed from a huge source of solid lead generation.

SEO vs AdWords

Search engine optimisation (SEO) is a good longer-term advertising strategy given it takes a lot of time, money, and energy to organically rank high in search results on Google for any valuable keyword.

By way of example, let's say you're a lawyer which is fresh out of law school, you've moved to a city or town and so are looking to get established. I've got not so great for you, you're probably going to fail at ranking high on search results through SEO.

Why is that? Because every other lawyer locally or city that's practicing in the same area of law as you has been doing the exact same thing!

Chances are those other lawyers or lawyers are already established and also have been running a strong SEO campaign for decades. You're simply going to have invest for 9-18+ months before out-ranking them.

There are numerous examples of business owners that spent \$1,000s each month on SEO more than a year and still still did not rank in the hourly caregivers results on page 1 (this is how most of the traffic is) of Google because of their desired keyword.

If these businesses would have taken that very same money and invested it into Pay per click, they would have received new leads and new business from the start!

Which means they'd barely have come a lot poorer because they could have turned a return in the first month and then just reinvested those profits.

WARNING: What are the results When (not "If") Google Changes It's SEO Algorithm?

Take into consideration it... Would you rather pay \$1,000 each month for a year just to “possibly” get on page one for your desired keyword... And then if Google changes their SEO algorithm again you can lose it all overnight without warning!

... Or, would you prefer to instantly go to the top of the search results for Hundreds of different keyword variations (not really a couple of keywords like with SEO)... And have new leads and new clients coming in your door straight away?

Kinda a no-brainer isn't it.

Instant & Easy Results

I really like working on Google AdWords over any other form of advertising media since you run a simple test campaign approximately a week, spend just a few hundred dollars, and see instant results.

When that certain week test is completed, you'll have a ton of data telling you what keywords worked, what number of clicks you got, the amount of leads came in, and just how many new signed clients you have retained for the money spent.

From there you can refine your AdWords campaign a little more forward by continuing to split-test ads and deciding the amount you want to expand your campaign.

By way of example if you spend \$1,000 and you make back \$5,000... Well then the next month you may very well want to spend \$5,000 making back \$25,000. It's simple math really.

Versus TV, radio, newspapers or billboards advertising, that happen to be expensive formats you could spend \$10,000s and be clueless to how poorly or well your ad did.

If you want to see serious results which are reliable and measurable, you have got to be on AdWords.

AdWords may be the KING of Local Advertising

Google LOVES local businesses and they offer you a huge advantage when advertising on their platform.

How to Use Your neighborhood Advantage

First off, Google lets you integrate your Google Local account along with your AdWords account. This means when people from your neighborhood are searching, your ad is going to be much bigger than other ads using your phone number and address there in the ad!

It could be an old adage plus the world of internet marketing, size is important. If the ad is larger, people are going to find it first, if the ad is well formatted they're gonna read the details, and you also know what they're going to probably do next?

They're gonna click on it!

Because you're local, where you are information is going to show up in the ad (whenever you integrate your Google local account). You're going to see a much bigger rise in leads contacting as well as making appointments on your services.

NOTE: Above image can be an example of a client of mine and you'll see his one ad is actually 3x the size another ads. Really, how do they compete?

So by taking the time to properly integrate your Google Plus Local account, you're gonna see an increase in business!

Why Most Businesses FAIL at AdWords

Another very important factor to the success of one's campaign is split testing multiple ads to obtain the ones that get the actual highest click through rate (CTR).

Most businesses that try to do Adwords on their own fail simply because they don't have a good high converting web page (more on that soon) and/or they haven't yet split tested multiple ads to boost their click through rate.

Google will in reality reward you to have a rock solid AdWords campaign that's getting lots of clicks!

If the ad is generating a lot of clicks that can your business through Google Adwords Restylane Lead Generation they are going to supply you with a cheaper cost-per-click (CPC)... rewarding you for having great ads which are getting lots of clicks because it tells Google that you're relevant to the searcher.

Fundamentally the more clicks your ad gets, the less you pay each click. Amazing isn't it.

3 Common Mistakes to Avoid

If you're up to speed and are ready to lengthy AdWords campaign the interest and care it deserves, there are still some things I feel you have to be implementing and some improper habits I want you to avoid.

First thing's first: If someone else clicks on your ad, what page/website might you send them to?

You could be thinking that you've spent a lot of money on a slick looking, informative website that's the perfect place to send your traffic and attract clients. Right?

WRONG!

It looks like a reasonable idea, and it's actually bad idea because surprisingly, you're far more likely to lose clients if you're routing your ad traffic to much of your website!

You **MUST** send AdWords people to a "landing page". Yes, you might want one of those single page, simple, readable landing pages that invites the prospect to take action now.

Why? Because you have 8 seconds before you lose your prospects attention!

That's right, in accordance with a recent Microsoft study, our attention spans have dropped from about 12 seconds to 8 seconds, and for comparison a Goldfish comes with a attention span of 9 seconds.

Thus your "landing page" has got to get the person that engaged your ad to take some action right away before they get depressed by their smartphone, Facebook, instant massager pop-up, email notification, or someone popping of their office...

If your traffic is being routed for your main website, you have a constant risk of that visitor never following through! That's right, they failed to:

Pick up the phone

Fill out an e-mail form

You just lost a possible client.

High-converting landing pages are specially designed using a proven template to get your prospects to do one thing... Pick up the phone and contact you now!

So remember, three important mistakes to stop making in your marketing are failing to:

3. Split test your ads. Sure, there's a chance you're getting some clicks, you may be seeing some incoming business, knowing that doesn't mean you couldn't do better!

4. Employ a high-converting landing page. Your slick, expensive looking main website is not enough to draw in new clients to your practice. A squeeze page is essential for getting people looking to retain deliver to pick up the phone and in actual fact schedule an appointment.

5. Setup your AdWords campaign correctly. This place I mention in passing like a mistake only because it can impact your results. Proper campaign setup is vital to the success of your respective campaign.

As you may have seen by now, I love Google. I enjoy their AdWords platform and the infinite amount of potential it offers a superior.

Google: Biggest, Best, & Growing

Google, for great reason, has become the largest google search in the world. It offers entry to an unprecedented volume of information, and it also has become the number one way for businesses for generate leads - and this is so true for the Restylane Lead Generation companies we use.

All you need to do is see the growth chart the past 10 years to see this.

You might have been able to ignore the possibilities that Google brought in 2008, and maybe last year, and when you see their rate of growth double and triple over the last few years alone.

You will need to realize that Google is not going anywhere soon, and is probably only acquiring bigger and better at their business by implementing new advancements to AdWords.

With this day and age, if you fail to be on Google, you're probably going to end up behind. Here's to your future success! - [Lead Generation Restylane](#)