

# 7 BEST MARKETING STRATEGIES FOR FAST

## CUSTOMER ACQUISITION



Acquiring customers is the only way to grow your business. This guide will walk you through the most effective ways to get more customers today!



88% of Americans use the internet on a regular basis.



AND

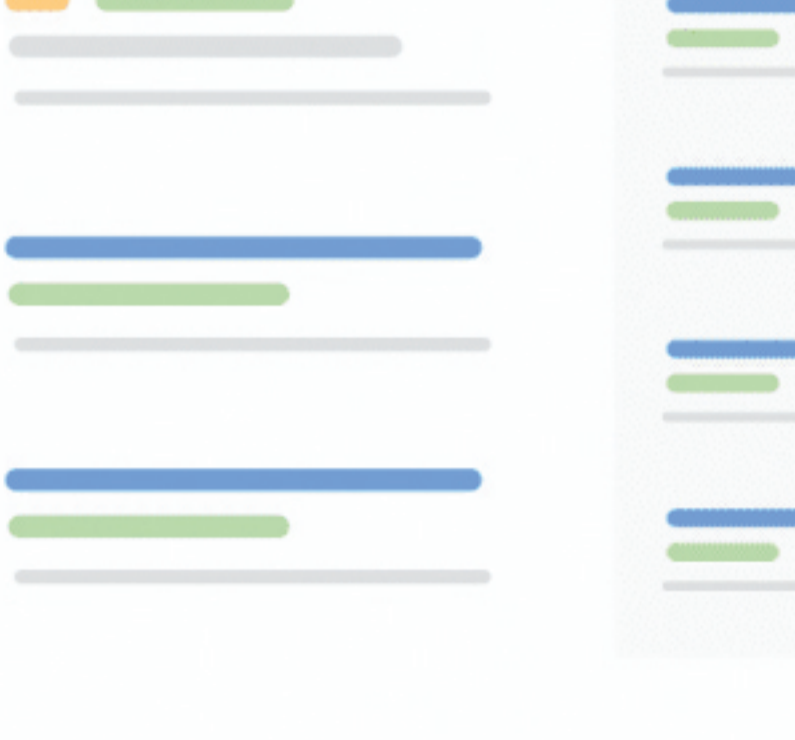
50% of money spent on retail is influenced by the internet.



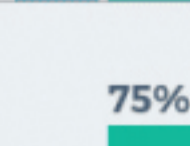
This massive shift in consumer behavior creates new challenges and opportunities for your business. Luckily, you're about to learn 7 powerful, data-backed strategies you can use right now. Let's get started...

### NUMBER 1

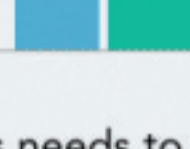
Get on the first page of Google with content & SEO.



80% of people ignore paid ads and instead focus on organic results...



Plus, 75% of people never scroll past the first page of search results.



The truth is... Your business needs to rank on the first page for keywords that your customers search for. By creating and promoting content that gets backlinks from authority sites, your content and website will receive higher search engine rankings.

### NUMBER 2

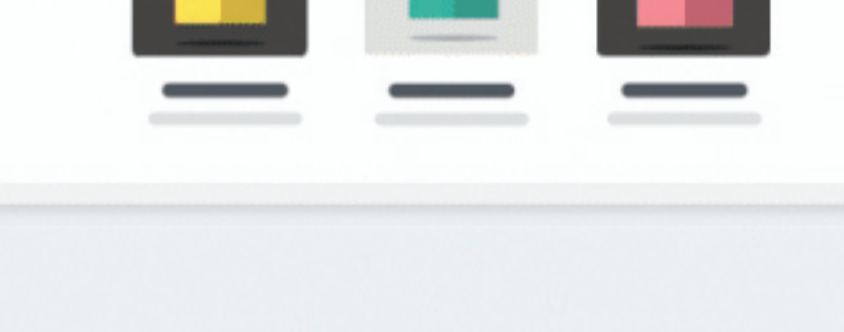
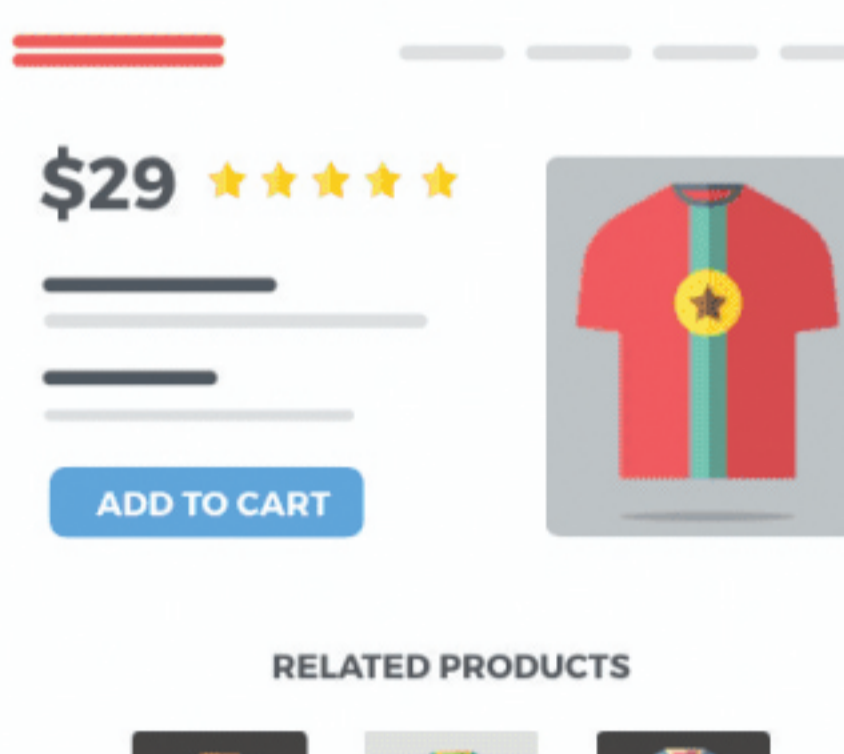
Use authority sculpting to boost any website page.

If you want to rank pages for things you sell like ecommerce product pages, service pages or local business pages, you can use authority sculpting to send authority from one page to another using internal linking.

The best part? Authority sculpting can increase organic search by 250% to your desired page.

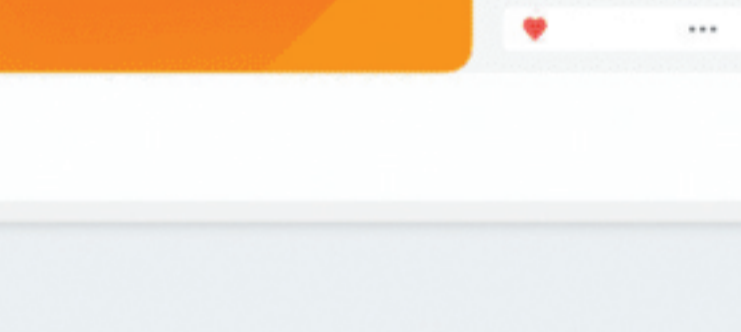


Be sure the internal links you create are relevant or you'll end up hurting your page rankings.



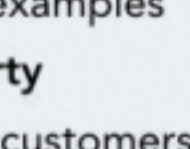
### NUMBER 3

Go viral by leveraging the right 3rd-party audiences.



When you can find and engage influencers who already have the audience you want, then leverage that audience to build your own, you can acquire new customers at lighting speed.

On average, influencer marketing sees a 6-to-1 return on investment.



Social media mentions, guest blogging, link building, partnerships, and press coverage are all examples of how you can use 3rd-party audiences to acquire more customers.

### NUMBER 4

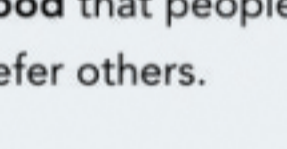
Skyrocket word-of-mouth with 2-sided referrals.

A 2-sided referral is where both the referrer and their friend get rewarded for participating. This is highly effective because...

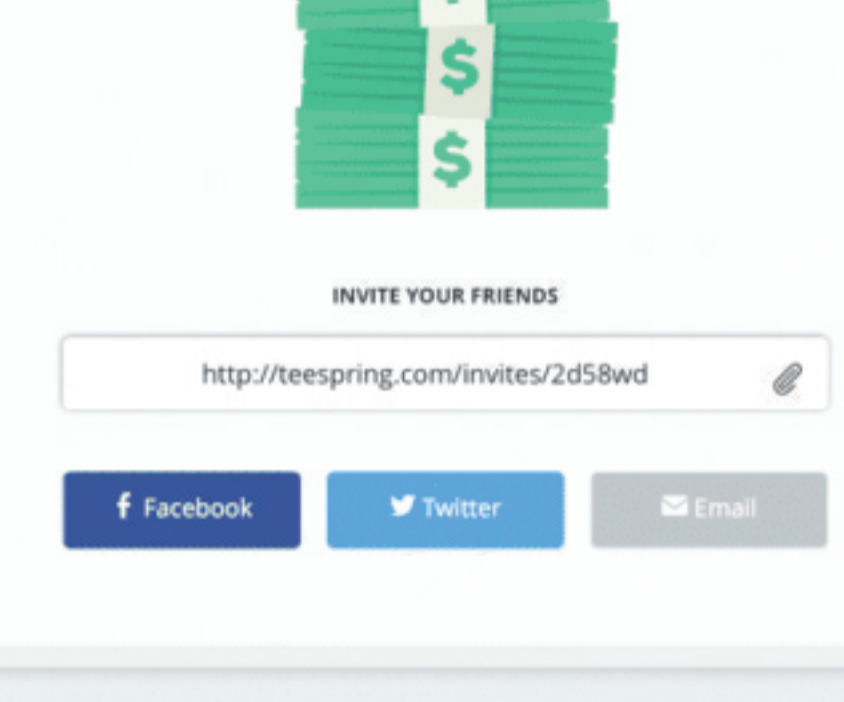
People are 4X more likely to buy when referred by a friend.



In fact, for most businesses 65% of new business come from customer referrals!



When you use 2-sided referrals, it increases the likelihood that people will participate and refer others.



### NUMBER 5

Use sales-focused content to increase close rates.



Content marketing isn't just for brand awareness... When you create product videos, spec sheets, and FAQs, you'll make it easier for customers to make a purchasing decision.

That's because 61% of people say they are more likely to buy from a brand that delivers content.



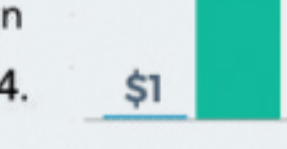
When you successfully arm your sales team with these kinds of tools, they'll be unstoppable!

### NUMBER 6

Use email marketing to automate sales.

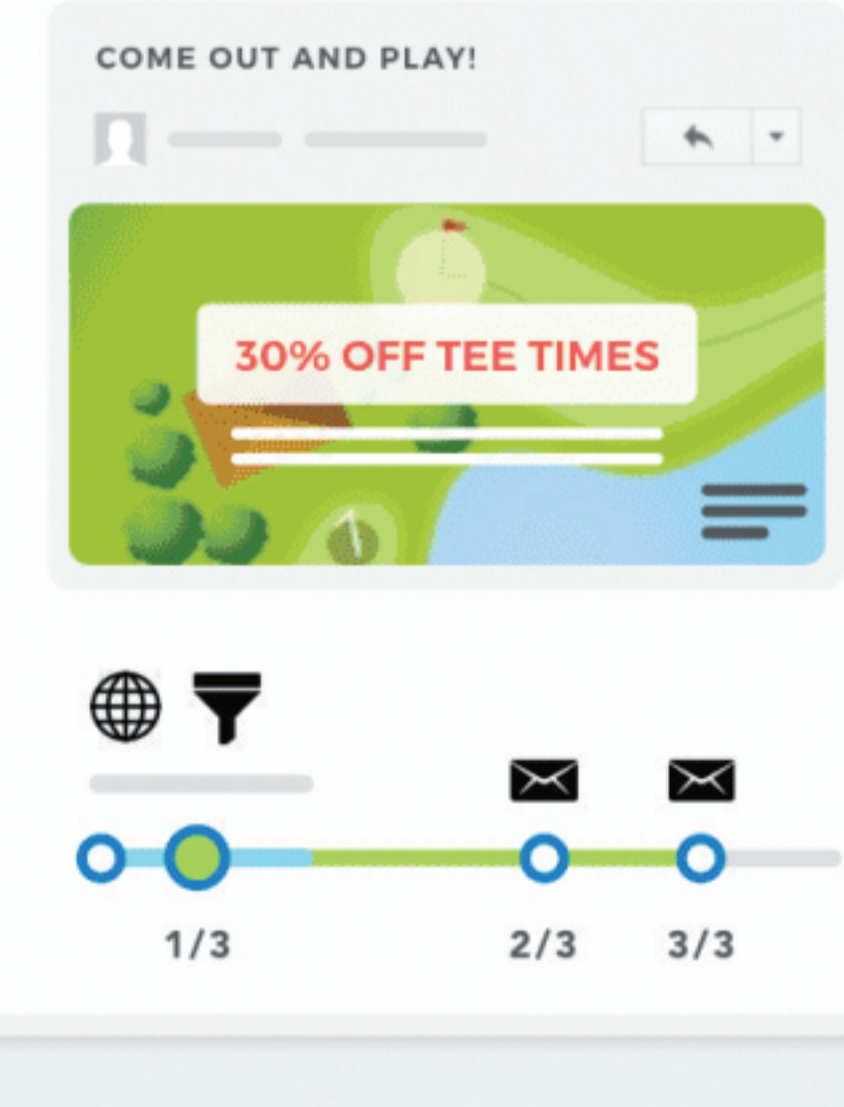
Email marketing is consistently voted the most effective marketing channel. Why is it so effective?

Because every \$1 spent on email has an average return of \$44.



On top of that, automating your lead nurturing process with targeted emails can bolster those results.

In fact, automations can increase revenue by 10% in just 6-9 months!



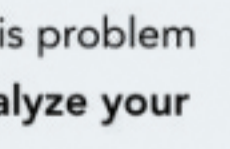
### NUMBER 7

Identify top converting channels using analytics.



Not enough businesses emphasize the importance of measuring marketing ROI. Check this out...

50% of businesses find it difficult to attribute marketing directly to revenue results.



Analytic tools solve this problem by allowing you to analyze your marketing channels so you can identify the ones that perform the best, then make adjustments to improve your ROI.

## CONCLUSION

If you want to acquire more customers and make a real impact on your revenue... You need to start using these strategies today.

Thanks for reading!

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