

# How are your retaining clients who are pausing services?

## Break The Misconception

The first thing I want to start with is this misconception that Google Ads (or PPC in general) is reserved for "Bottom of the funnel" marketing.

- Top of the funnel = Awareness
- Middle of the funnel = Consideration
- Bottom of the funnel = Decision

You have your DISCO model, other people call it other things. But there is this conviction that Google Ads is purely for customer acquisition and functions solely as a bottom of the funnel activity.

If you only look at it this way thne you are going to have a hard time convincing ANYONE to continue promoting during these times, because the "hive mind" belief is that no one is buying, therefore no one will click my Ads.

We have seen massive success in building awareness & engagement for brands with PPC, as well as driving middle of the funnel activities like growing email lists.

So I think the sooner you get out of this kind of thinking, the easier it will be to keep your clients.

## How to convince clients to keep promoting

I think the **first thing** we do is give them (and ourselves) a reality-check - it's not going to be the same as before. But then we let them know that there is light at the end of the tunnel. There is opportunity.

The next thing that we do is to find that opportunity. You are going to have to apply some strategic thinking here and then do a bit of selling & convincing.

To do that, you have to look at the industry they are in. I believe all businesses or industries fall into 1 of 2 categories during this time:

1. Those that are completely affected
2. Those that are somewhat affected

Because I think EVERYONE is affected in some way or another. Some companies or industries are just more equipped than others.

### **Those that are completely affected**

- These are companies that physically cannot provide services or acquire new customers
- Of course this includes large corporations, they call them the "BEACH" stocks - Bookings, Entertainment, Airlines, Casinos/Cruises, Hospitality
- But also non-essential trades businesses affiliated to those industries.
  - For example: One of our client's is a pool company - and they will not be able to **A)** service their customers in the traditional way, and **B)** acquire new customers as no one will be looking for a new pool or pool maintenance during this period of lock down
  - But we have convinced this client to take this time to produce some valuable content on how pool owners can care for their pools, and some basic instructional type videos. These we will still be advertising on Google targeting awareness-based searches like "how to keep my pool from going green"
  - In particular we created an eBook for him, which we promoted through FB ads and we were generating email subscribers, and in a sense "soft leads", at R5 an email (+- \$0.30c)
  - So yes, this isn't necessarily "customer acquisition" but he can build valuable brand awareness and email subscribers

### **Those that are somewhat affected**

- These are generally businesses that rely on walk-in customers - like Fitness Studios, Coaching, Brick & Mortar shops. Or essential Trades businesses like Plumbers So they cannot service their clientele the traditional way, but have the ability to adapt and go online.
  - And example here is we are helping a client take her Pilates studio online, so she can offer her classes to her clients over ZOOM - in doing so, we have added a eCommerce booking system on her

website, where people can book slots in the class. And then we have updated all her Google Ads copy to sell this. We have also created a campaign to target Informational searches like "Home Pilates Exercises" or "How To Do Pilates At Home"

So it is important for agency owners out there to identify in which of those categories their clients sit. Then you can work with them to identify ways they build new online acquisition strategies online.

## **What to do with current Ads?**

Regardless of where a clients sit, the fact of the matter is that more people at home means more people online - this means that there will be an influx of internet traffic.

I can't pull the stats, but if I could I would like to see the number of Google searches that have been made the last few weeks - I can guarantee you it has already increased compared to previous periods.

### **For businesses that are only somewhat affected:**

- Acknowledge that your clicks might drop
- Pivot your services or products to suit the times
- Update your Ad copy to be relevant
- Automate your customer acquisition strategies - custom forms, email autoresponders, online bookings
- Streamline your sales strategy - custom forms, Zoom calls etc.

### **For businesses that are completely affected**

- Change your Ads strategy to be more top & middle of the funnel focused
- Look at topics where you can create valuable content for your audience, and start writing authority blogs - then use Google Ads to advertise those blogs
- Create downloadable content, advertise that on Google Ads and generate email subscribers - it will be cheaper than buying lists

- Focus on your organic strategy, and use paid media to boost it

The bottom-line is that COVID19 might be around for a while... and it will no doubt be months until things start going back to normal. So to simply just stop your marketing is a

Now is the time to double-down and build sustainable online marketing strategies or funnels. Because one thing is for sure, COVID19 will end, things will go back to normal, and there will be a surge of customers.