

# CallRail

## 6 ways to stop getting bad leads for your small business



All businesses need leads they can turn into customers. But it's crucial to know the difference between a good and a bad lead, as chasing customers who are unlikely to convert is a waste of your team's time and energy. This is where lead qualification and lead-sorting come in.

Follow the tips outlined below to generate a constant stream of new leads that are likely to buy from your business.

### 1 Optimize your landing pages for the right SEO keywords

You don't just need to attract website traffic — you need to attract the right type of traffic. Ensure your landing pages speak directly to your target audience's concerns while optimizing for appropriate, high-value SEO (search engine optimization) keywords.

### 2 Leverage social media audiences to get in front of good-fit prospects

Use social media channels' targeting functionality to guarantee your ads appear in front of the right prospects. Alternatively, reach out directly to customers in your target demographic or location – or those who have publicly stated a need for your services.

### 3 Take advantage of Google Business Profile and local search

Google Business Profile listings and local search ads help your business reach local audiences. Ensure your Business Profile listing is comprehensive and up to date, and use your prospects' language when creating local search ads. Better still, integrate your Business Profile with [Call Tracking by CallRail](#) to measure, analyze, and optimize calls from these channels.

### 4 Do customer research to find out why prospects choose you

[Conversation Intelligence by CallRail](#) allows you to transcribe calls, automatically analyze them, and unearth key insights on why prospects choose your business. Perhaps the phrases “cheaper than the competition” or “customer testimonials” surface regularly. Reflect these key value propositions in your marketing to attract more high-quality leads.

### 5 Focus on content that addresses your prospects' questions and concerns

Conversation Intelligence will automatically unearth your prospects' key questions and concerns. By understanding why they came to your business for help, you can then produce content to address these pain points. Demonstrate your unparalleled expertise to build confidence and generate hot leads going forward.

### 6 Create a customer referral strategy

Satisfied customers are one of your cheapest and most effective marketing channels. Incentivize customers to pass new leads your way, perhaps by offering them a discount on their next purchase. Create a robust customer referral strategy to turn your happiest customers into your brand's greatest advocates.

# Generate and prioritize high-quality leads with Call Tracking by CallRail.

Try it for free today

