

# DIGITAL LEADS TIPSHEET

As part of our increased marketing efforts, we've created many new lead generation forms that provide us with customer information that we in-turn pass along to the closest store. This then begs the question of "what next?"

**This tipsheet details the best steps to take to receive the best response, as well as to convert the leads to sales.**

**1.**

## **Reach Out!**

When you receive a **digital lead** of any kind, get in-touch with them ASAP! Digital leads expect **immediate gratification**, which means **waiting more than 24 hours to email or call them** is not a good idea.

**2.**

## **Sell Yourself & Your Products**

With **digital leads**, it's important to include as much information about your **products and services** in your discussions with the customer as possible, because they often **won't know your store or products** that well.

**3.**

## **Listen Closely to the Customer**

Many digital leads won't have **done research** on the product before they submit their information. This is why it's important to listen closely to help place them in the product that **best suits their needs**.

**4.**

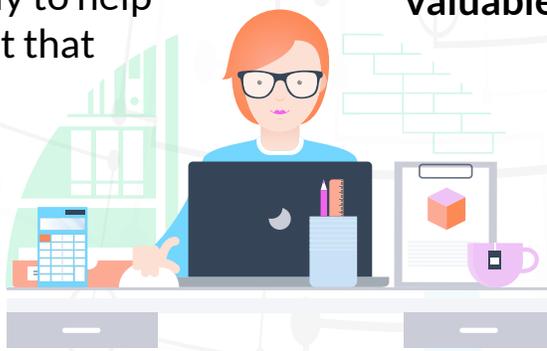
## **Follow-Up Not Once, but Thrice**

Getting in-touch with digital leads can be difficult, that's why **it's important to not let these leads fall cold**. Emails and calls are not invasive methods of contact so don't feel bad about **following up 3 times!**

**5.**

## **Always Be Learning**

The best way to improve your closing ratio with these digital leads is by **learning from each experience**. Although they aren't totally different from in-store leads, customers off the web have **some unique needs** that, if filled, make them **very valuable and easier to sell to**.



# SELLING DIGITALLY

Below are tips for selling mattresses to leads that come through digital channels.

## Create Content for Customers

Online leads love content! Whether it's a short brochure or a long ebook, this pieces of content can make a huge difference in your results with digital leads.

## Be Direct

Communicate in a direct manner because digital leads often won't spend much time with you.

## Simple & Easy

With digital leads, keep your communication clear & concise.

## Perfect your First Impression

These days, over 70% of customers first find your store through your website. Meaning, your website needs to represent your business correctly & in a good way.

## Understand your Customers

Unlike customers in-store, digital leads are tough to get information out of. They sometimes don't know what they want, then also sometimes know but won't tell you. That's why understanding them is key.

