



HAPPY HIPPO MEDIA

HAPPILY PRESENTS TO YOU



3 INCREDIBLY EASY WAYS TO FIND NEW CUSTOMERS AND KEEP THE TYRE KICKERS AWAY

Never lose another customer again!



Use these tools and tips today to start growing your revenue and never lose another potential customer! We know they work. We use them with our own customers!

**YOU HAVE NOTHING TO
LOSE...THEY'RE FREE!**

IT ALL STARTS WITH WHERE YOUR POTENTIAL CUSTOMERS SPEND MOST OF THEIR TIME

FOMO is the modern day abbreviation for 'Fear Of Missing Out' and in a business sense this should be a very real term for business owners that aren't tracking their website and social media visitor's actions or for business owners that simply don't know how to.

If this is you then don't stress...we have been in your position before. We're here to give you the tools that can fix this straight away so you never miss out on another potential customer again.

Tracking tools are a must these days for businesses that have an online presence. Depending on the type of business you own and the industry it falls under there is typically a media channel that best fits your business so that customers can find you online. We're believers in that to have a strategic presence

on multiple media channels is the best way to engage new customers nowadays as opposed to having a presence on only one media channel - this is known as having an omni channel strategy.

Google and Facebook are two juggernaut platforms that allow customers to find information and interact with businesses. With a whopping 40,000 searches each second on Google and the fact that the majority of the population own and actively use a Facebook account, it would be silly not to understand how people use these platforms to find businesses like yours...and when they do, to track them and retarget them with content that leads into a sale.



Have the perfect tracking system in place so no visitor on your website or social pages goes unnoticed.



TIP NO.1

INSTALL A FACEBOOK PIXEL ONTO YOUR WEBSITE...AND TRACK EVERYONE

This is a really simple tip that goes a long way.

Whether you have a business that sells a product or service through a physical location or online, a Facebook pixel is an absolute must for you!

It tracks everyone that visits your website and knows exactly what pages they are interacting with and the products they are looking at...AND IT'S FREE TO USE!

Imagine knowing exactly what page or products your customer had interacted with on your website! You could create a Facebook ad that retargets them with an advertisement containing information or offers relevant to what they just viewed the next time they login to Facebook...creepy, but extremely effective!

The Facebook pixel is essentially a piece of code that you copy and paste into the backend of your website.

Here is the link to show you the steps on how to install your Facebook Pixel:

<https://www.facebook.com/business/learn/facebook-ads-pixel>

If you are unable to do this yourself then discuss this with your website developer and they will be able to implement this for you.



RETARGET, RETARGET, RETARGET!

On average a customer is 75% more likely to buy from a brand they are familiar with as opposed to a brand they have never heard of before.



Remember that these are warm leads you are retargeting. They clicked on your website so they are likely not tyre kickers and would enjoy seeing your advertisement.



TIP NO.2

IMPLEMENT A MESSENGER BOT IN YOUR BUSINESS

Imagine you had a staff member that worked for you 24/7, who doesn't call in sick to work, is always motivated to interact with customers exactly how you like them to, never complains about anything and doesn't take a wage....sounds like the perfect employee right?

This is what a messenger bot is! It acts as your business's first point of contact with your customers when they interact with your business through your website or Facebook page.

You basically train it once to do the things you need it to and it remembers them for life...which is literally forever...so long as the internet never goes out of fashion.

You usually need to spend a once off setup fee of over \$1,000 to build a messenger bot...BUT WE ARE GIVING YOU ONE FOR FREE!

You can download the template using the link on page.11 and begin making the messenger bot look and sound the way you want it to.

Messenger bots can be quite robust in the actions they can perform. Some examples include:

- Have in depth conversations with customers
- Take bookings for meetings, flights or restaurants
- Help customers buy from an online store
- Take orders from customers
- Provide any information about a business

These more somewhat advanced actions usually require a messenger bot building expert... something that the Happy Hippo Media team know how to do extremely well.



YOUR CUSTOMERS LIKE BOTS

69% of Consumers Prefer
Chatbots For Quick
Communication with
Brands



BONUS TOOL WORTH OVER \$1,000!!!

**WE PRESENT TO YOU, YOUR OWN
MESSENGER BOT TEMPLATE**

CLAIM YOUR FREE BOT HERE



TIP NO.3

CHECK YOUR MESSAGE REQUESTS

Privacy is what Facebook is trying to improve on each day given their recent history of privacy issues.

When someone messages your social pages and your account is not familiar with them, it automatically filters them to your 'message requests' inbox for privacy reasons.

We have seen many cases where this inbox is left unchecked or unattended for days and sometimes longer. After that amount of time any potential customer that was attempting to make contact with the business would no longer be interested or would have found a competing business. This can be so frustrating for business owners and it happens very often!

This not only happens with Facebook but also with Instagram accounts as well.

But it doesn't stop there. It's not always just your social pages.

Sometimes your website pathways haven't been set up properly so when someone fills in the 'Contact Us' form on your web page, it doesn't notify you by email but rather pointlessly sits it in your backend website inbox waiting to be discovered by you, and let's be real...we never check this.

If this is happening to you, rework the settings so that the messages are sent straight through to your email inbox. If you don't know how to do this contact your website developer and they should be able to configure this for you.



CONCLUSION

After implementing these tips you are going to be on your way to becoming a more well versed business when it comes to attracting new customers, keeping potential customers in the pipeline and not wasting time on tyre kickers.

In summary:

1. Installing a Facebook Pixel on your website will lead to an increase of total customers. You can begin to retarget website visitors with relevant information and offers. Your website visitors are 75% more likely to buy from you compared to if they had not heard of your brand before.

2. Implementing a Messenger Bot into your business will create better overall communication efficiency and save you loads of time! You will have a life long employee that

interacts with you customers 24/7 in the most polite manner possible and meets all their immediate needs while keeping you in the loop with all conversations that require your attention, hence keeping away the tyre kickers.

3. Checking your Message Requests will mean you never lose a potential customer again. This can cost a business multiple customers each month so don't be a part of this statistic.

These 3 simple tools and tips are just the tip of the iceberg. Depending on your industry, investing money into your SEO (Search Engine Optimisation) and Facebook/Instagram Ads strategy will be where you really start seeing return on investment.





SICK OF FIGURING OUT HOW TO ATTRACT MORE CUSTOMERS
YOURSELF?

BOOK A FREE 30 MINUTE STRATEGY SESSION

WARNING: Before you claim your free strategy session you must understand that this is only for people serious about rapidly growing their profits and have at least \$2000 per month to spend on Facebook Ads and/or SEO (Search Engine Optimisation) to show up on the first page of Google. Our goal is to **maximise your sales** and to do what we need to grab your customers' attention, delve into their emotions and trigger those deep psychological triggers that make them want to BUY. If the idea of that makes you squeamish then you should close this download and get on with your day. But if you are ready to start driving a stampede of customers to your business and skyrocket your profits...

BOOK YOUR FREE STRATEGY SESSION NOW