



Pick Up The Phone!

We called a prospect the other day who filled out a lead on our website. When they answered the phone, they were completely stunned that we had taken the time to give them a call so quickly. Less than an hour later, proposals were sent, and the customer had all of the information they needed. Will we gain them as a client? Who knows; but we do know that we are now a contender for their business because we picked up the phone and used it for what it was intended for- to connect with people.

Every month we share a few tips on how to improve your digital marketing strategy, from website to social to sales. What are you doing with all of this website traffic and online leads though? Are you reaching out to those who reached out to you?

At Candybox, we are attached to our phones so that we may be able to connect with current and prospective clients quickly and personally! In a study conducted by Lead Connect, it shows that 78% of customers choose to work with the business that contacted them first. That means that as soon as an online lead is submitted to your website or a sales call comes in; your team needs to respond as quickly as possible. The difference between contacting a prospect 1 minute after a form submission to five minutes is staggering. Read the report [here!](#)

So, are you making potential clients a priority? Through optimizing your website design, creating easy-to-use forms, and contacting prospects immediately over the phone, your business can not only deliver the best customer service possible, but it can be a contender in the marketplace for sales and client acquisition.

Interested in learning more? Wondering if your website forms and lead generation strategy is effective? Give us a call! We will pick up our phone.