

How Movers Can Accelerate Lead Flows with Integrated Marketing Technology

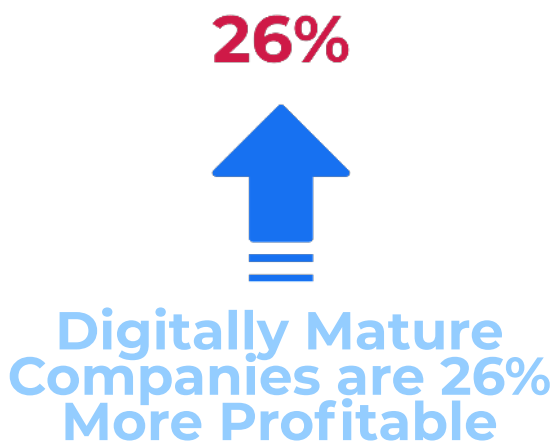
WHITE PAPER

Technology is a proven tool that drives quality leads

Technology is becoming increasingly relevant to moving companies. More and more, movers are integrating move management CRMs, warehousing software, and communication tools into their businesses and sales processes. However, some moving companies overlook how integrated technology can automate and drive leads down the sales funnel.

The right technology can generate data and analytics that allows companies to create targeted marketing strategies and communicate relevant messaging to the right people at the right time. Incorporating technology into a targeted lead generation strategy can decrease the cost to conversion ratios versus traditional outreach methods.

A [Bain/Google Marketing Leaders Study](#) finds that marketing leaders are 1.6X more likely than laggards to prioritize integrating technology. The result? According to a [study from MIT](#), digitally mature companies are 26% more profitable than industry peers.



Source: [Bain/Google](#)



Source: [MIT](#)

In this whitepaper, we will:

- Outline digital marketing strategies you can start applying today.
- Recommend tools and software to help you generate and convert qualified leads via your website.
- Explain how you can integrate technology to create a better customer experience.

Use Digital Marketing to Find Your Leads Where They Already Are

81% of consumers research online as the first step of their purchase decision. Your customers are starting their search online when they begin looking for movers. Make sure your site is one of the first things customers see by tailoring your site and content to your customers and their needs.

Quick wins you can apply to your digital marketing strategy include auditing and updating your content to reach higher rankings on Search Engine Results Pages (SERPs).

More commonly known as Search Engine Optimization (SEO) marketing, this is a guaranteed way to make sure your consumers are seeing your site first. Digital advertising, and being active on the social media platforms your customers use will increase your visibility for prospects searching for moving services. You'll be able to reach contacts in the same town or worldwide with a digital strategy tailored to your target audience.

Search Engine Optimization (SEO)

Implementing a robust SEO marketing strategy is a surefire way to drive more traffic and prospective leads to your website. Work with an expert to optimize your website's written content and technical aspects. These changes increase your chances of ranking on Google for relevant searches, such as "moving company in (your city)."

Research your ideal customer, understand their needs, and create strategic web content that responds to their searches during their buyers' journey. According to Demand Metric, content marketing is 3x more effective than outbound marketing and costs 62% less. SEO optimization and content creation are investments, but 70% of marketers say SEO generates leads more effectively than pay-per-click ads (Databox).



Source: GE Capital

Digital Ads

Google, Meta, and other online ads allow us to show ads only to specific people. Their platforms can target customers by the search terms, geography, and previous online activity. Targeting decreases advertising costs versus traditional channels. And it's well worth it! According to [WordStream](#), the average search conversion rate on Google Ads is 4.4%.

Take an Active Approach to Online Reviews

Online reviews can be frustrating, but that doesn't change that they significantly impact your lead generation. 90% of people who recalled reading online reviews claimed that positive online reviews influence their buying decisions. ([Dimensional Research](#)).

Having many 5-star reviews will boost your visibility on review sites and Google search, increasing traffic to your website. Use a post-move net-promoter survey to identify happy customers and ask for reviews. Customers remember the companies that connect with them, so be sure your team is responding to all online reviews, positive and negative.

Social Media Channels

Social media is a powerful way for movers to network and stay relevant with referral sources and business-to-business customers. [LinkedIn](#) reports that salespeople active on social media report 45% more sales opportunities.

Use social media to engage with corporate accounts and referral sources like [Realtors](#). [Create posts](#) that demonstrate your expertise, inform your targets, and keep you top of mind.

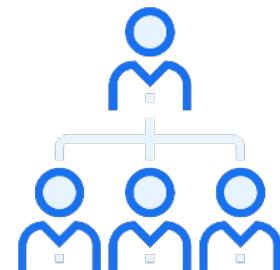
Technology To Reach Moving Leads



SEO



Online Reviews



Social Media



Email

Email Marketing

Did you know that email drives higher ROI than any lead generation tool? You can earn up to 36x back for every dollar spent on email marketing (Litmus).

Create email campaigns for every stage of your customers' moving buying cycle: attracting, engaging, and delighting. Email keeps you in touch with customers and business-to-business contacts, driving referrals and repeat business.

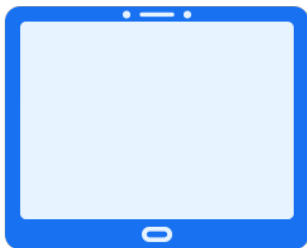
Optimize Your Website to Convert Leads

Now that you've used digital marketing technology to drive traffic to your website, you need to convert them. The prospect must request an estimate by form, email, or phone call to become a lead. Your website must convince the prospect to move forward with your company and provide clear next steps.



Approachable User Experience (UX)

Customers who have a bad experience with a website are 88% less likely to return ([eConsultancy](#)). Your website must be attractive, have relevant information, and be intuitive to convince your website visitor to request a quote. In other words, your website should be created with the user in mind.



Your UX should include making your website just as usable on mobile as on desktop computers. These days, 57% of online traffic in the United States comes from phones and tablets ([Blue Corona](#)).

Provide Clear Calls to Action (CTAs)

Your website should provide Calls-To-Action (CTAs), i.e clear, bold next steps to move forward in the sales process. Your CTA should fill in the blank: "The next thing you should do is ____."

Different customers like to communicate in different ways, so it's a good idea to provide multiple avenues for a customer to request a quote. Regardless of how your customer reaches out, you need to respond quickly with results: 75% of online customers expect a response within five minutes ([McKinsey](#)).

These are the most common types of CTAs:

WEBSITE FORM

Your "request an estimate" webform should be short, easy to complete, and make the following steps and results of completing the webform clear.

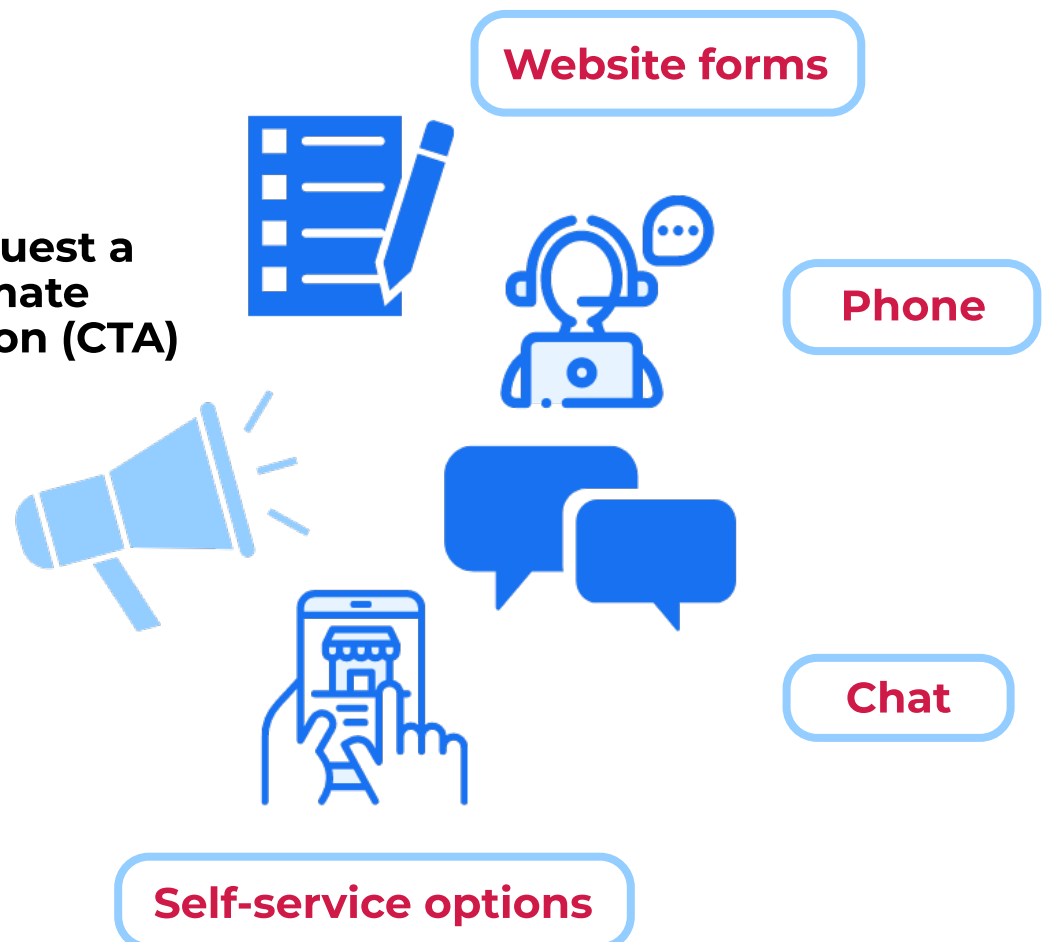
Webforms integrated with instant ballpark estimates or virtual surveys increase the likelihood of a customer providing their information. Yembo provides website form integration to their customers.

SELF-SERVICE OPTIONS

Customers are increasingly hesitant to start the buying process with a company unless there is a self-service option because they see it as the easiest and fastest method to get the results they seek. 70% of customers expect a company's website to include a self-service application (Steven Van Belleghem). Almost 80% of Millennials are more willing to purchase from companies that offer mobile customer service portals (Microsoft).

Yembo is one of the few moving survey platforms that enable customers to self-survey whenever they'd like. Customers of Yembo movers can survey, review quotes, and book within an intuitive online portal.

Types of Request a Moving Estimate Calls-To-Action (CTA)



PHONE

Your company should use phone routing technology that can prioritize leads. Make the hours your phone is handled transparent on your website, and have solid internal protocols to always answer calls.

LIVE CHAT + CHATBOTS

Website live chat is a great way to capture leads before leaving your website. Live chat is the support channel with the highest satisfaction rate, at 92% ([Customer Think](#)).

You can even use ChatBots to provide information during hours when your phone and live chat are unmanaged. Many potential leads visit your website during off-hours, and you don't want to miss an opportunity to provide the information they need. Most customers (60%) prefer digital self-service tools like chatbots, knowledge bases, and apps ([Business Wire](#)), so your website should be robust with technology that can provide answers.

Stay Top-of-Mind and Close: Marketing Software to Support Your Sales Cycle

Speed and follow-up are the keys to closing leads. Contacting a lead within five minutes makes them 9x more likely to convert into a paying customer ([Ziff Davis](#)). As many as 80% of leads do not receive proper follow-up ([Marketing Donut](#)).

Leveraging technology is the best way to beat the competition and close.

Technology Tools To Close Leads

- CRM
- Virtual surveys



- Text
- E-mail
- E-sign

CRM / Move Management Software

Fast lead outreach requires complete knowledge of the lead status and prior communications with your company. Everyone part of your company's sales process should keep a thorough record of your leads with a CRM or move management software. A good CRM should use automation to prioritize and time lead follow-up.

Yembo's integrated CRM automatically records the lead's move information, inventory, and communication history and guides movers through the sales process.

Virtual Surveys

The best way to increase your closing rate is to quickly get a moving quote into your customer's hands. Virtual surveys can cut quote turnaround from days into minutes. Yembo's virtual survey platforms have the fastest quote turnaround on the market, at a record 20 minutes from first contact.

Texting

Customers want to use text to interact with companies and are 35x more likely to open a mobile message than an email ([Sinch](#)). Use text to follow up on customers' surveys and estimates. Yembo integrates customer texting into their platform.



Email Automation

Automated emails are another touchpoint to reconnect and stay top-of-mind with customers who are making a purchase decision. Yembo includes automated email touchpoints such as survey confirmation and estimate follow-ups.

E-quotes & Signatures

You want to make booking a move as easy as possible. Customers can instantly review and sign their moving quote with an online platform, any time, day, or night. Yembo includes these features.

Delighting your customers with integrated technology

A good customer experience creates positive reviews, repeat business, referrals, and future leads. A truly effective customer experience seamlessly integrates all your technology platforms and offline customer interactions into one omnichannel experience.

This synergy will empower your outreach's perfect timing and messages and make customers feel that your company carefully tracks and manages their needs.

Integrated marketing technology

You should use a marketing automation platform to make all your outreach efforts work in tandem, including your website, landing pages, email marketing, social media, and calls-to-action.

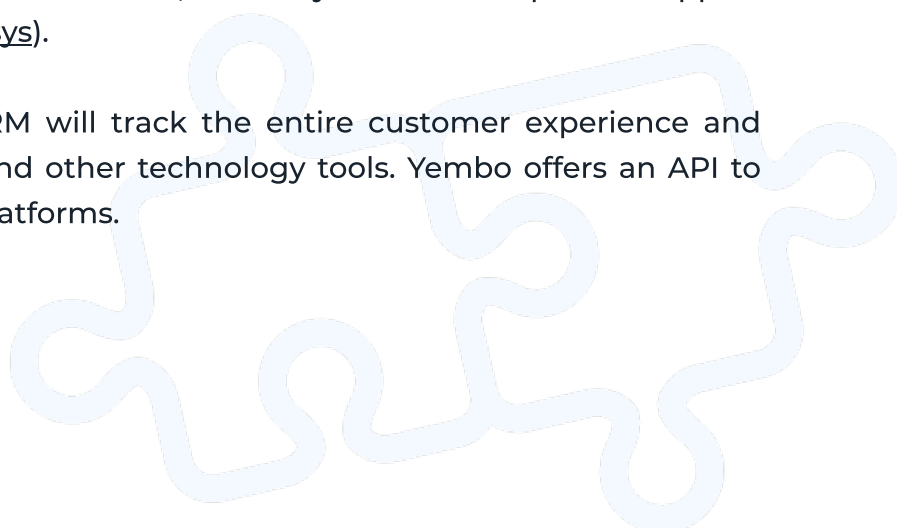
Marketing automation platforms, such as HubSpot, MailChimp, SharpSpring, and ZoHo can bring these functions together into united, trackable campaigns. Investment into these platforms is worthwhile. 80% of marketers using automation software generate increased leads, and 77% convert more of those leads. ([VB Insight](#))

Integrated sales technology

Use customer relationship management (CRM) software to run your sales process, from all your website's calls-to-action to survey to move management, follow-up, and back into remarketing with your marketing automation platform.

The modern customer will use multiple channels such as forms, phone, email, and text, to interact with a company. 83% of consumers say they want the ability to move between channels when talking to a brand, but only 50% of companies support cross-channel interactions ([Genesys](#)).

A robust move management CRM will track the entire customer experience and integrates it with your website and other technology tools. Yembo offers an API to integrate with all your software platforms.



Start investing in technology to generate more leads

Now that you're equipped with ideas and resources to harness the power of technology to increase your moving leads, it's time to make a plan and invest in the software and tools to make it happen. The time, money, and effort you spend on digital marketing will quickly pay dividends and boost your leads and revenues.

Building an ecosystem of technology to support your marketing efforts takes time. Ensure the digital marketing efforts you add integrate with your other technologies, employee processes, and your customer experience. Begin by onboarding core platforms, like Yembo AI-powered, virtual surveys and CRM, that provide several tools to supercharge your lead generation efforts.

Lead-generating tools included in Yembo:

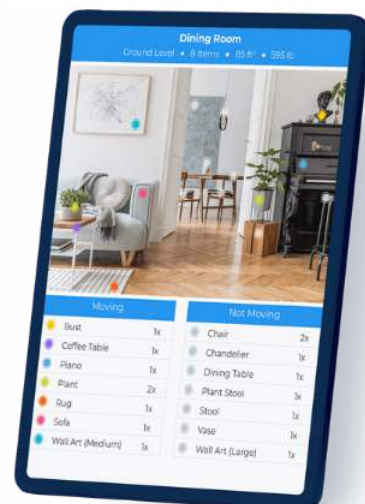
- Webform integration
- Virtual surveys
- Self-service options
- CRM
- Texting platform
- Email automation
- High-quality user experience
- E-Signature
- Customer portals
- Integration API

If you're ready to begin using Yembo to supercharge your moving lead generation, schedule a demo.

(833) 469-3626

or

Book demo





We want to work with you!

Contact us to learn how Yembo can transform your business!

 sales@yembo.ai

 +1 (833) 469-3626

 yembo.ai