

## GUIDE 03 · LEADS

# The Local Lead Engine

Followers feel good, but enquiries pay the bills. Here is the simple system we use to turn social media and ads into booked jobs for Victorian businesses — without burning your budget.

### 1. Lead with one clear offer

A specific, low-friction offer beats "contact us" every time — a free quote, a free audit, or a first-month deal. Make saying yes easy.

### 2. Build trust with your content

Show your work, your results and your face. Educate a little. People hire businesses they already feel they know.

### 3. Run tight local ads

Target a sensible radius around your service area, use the words customers actually search, and always retarget people who have already visited your site.

### 4. Follow up fast

Speed wins deals. Responding within the hour dramatically lifts your odds versus replying the next day. Make fast follow-up a habit, not an afterthought.

### 5. Make enquiring effortless

A short form and click-to-call on every page. Every extra step costs you leads — remove the friction.

### 6. Measure, then double down

Track calls and enquiries, not just likes. Find the one or two things driving real results and put more fuel there.

### Rather we just did it for you?

These are the same playbooks we run for our clients every day — backed by our pay-only-if-you're-happy guarantee.

Call 0405 997 219 · [admin@quantumlink.com.au](mailto:admin@quantumlink.com.au)