

Email 1: NAP

Subject Line: Does Your Business pass the Sniff Test?

Preview: {Name}, you know your business is legit, but do your potential customers? There are countless businesses trying to sell their products online. If you want to convert leads into profits, you need to include the right information on your site.

Body:

Hey {Name},

Did you know more than 80% of consumers consider *trust* a deciding factor when making a purchase?*

Now that you have your super converting blog post template, you're ready to build your business's blog and drive more traffic to your site.

But if you want to convert your readers to customers, you have to build trust.

That's where NAP comes in.

NAP stands for name, address, phone. This is the information many site visitors look for when deciding a business's trustworthiness.

Google's algorithm also uses this information for local SEO.

That's why it's crucial to include your NAP on your website and all your online listings. It builds trust and boosts your discoverability through local SEO.

And while you can use your home address, doing so can make customers wary and compromise your privacy.

An [Alliance Virtual Office](#) can help.

A Virtual Office enables remote work without sacrificing the professionalism, convenience, and security of your own company office.

You build trust with your leads and build local SEO in the location of your choosing. Capture more leads and boost your profits with a Virtual Office.

[Browse Virtual Office locations.](#)

*Harvard Business Review - <https://hbr.org/2022/06/3-ways-marketers-can-earn-and-keep-customer-trust>

Email 2: Citations

Subject Line: How Citations Can Boost Your Revenue

Preview: {Name}, you know you need to create engaging, informative content for your blog. But did you know that building offsite citations can help you rank better and convert your readers into sales? Here's how you can use citations to grow your profits.

Body:

Hey {Name},

Did you know simply adding your business to online directories can grow your profits? This is known as building *citations*.

Directories are part of Google's algorithm for local SEO.

When the algorithm sees your page listed in a directory, it helps you rank when people search for businesses in your area.

Getting listed on these platforms also provides referral traffic. Many business directories (for example, Yelp) rank very high on the search results page.

There are tons of online citations you can build, but the biggest ones include:

- Google My Business
- Bing Maps
- Yelp
- Facebook

If your business is included in directories like these, visitors will see your contact information and likely visit your site.

This means better SEO rankings, new leads, and more profit.

So, how do you build citations and get into these directories?

First you'll need to decide on your Name, Address, and Phone Number (NAP) and keep this consistent across all your online properties.

Anywhere your NAP is posted, ensure it's always written and formatted exactly the same way.

Second, submitting to online directories is easy. In many cases all you need to do is provide the directory with your business name, address, and phone number.

[Read our blog post](#) for a more detailed explanation of Local SEO and a list of popular directories in which to build your citations.

Third, remember that not all business addresses and phone numbers are equal.

Your business' first impression rides on its address. A home address in a suburban neighborhood can create bad optics and set you back, or worse, hurt your bottom line.

Luckily, a [Virtual Office from Alliance](#) sets you up for success.

With a Virtual Office, you'll get a physical address to register your business in a professional, established business district.

When people search for your business using your virtual office address, they'll see you're a reputable, trustworthy business.

This makes them far more likely to visit your site, give you their information, and ultimately give you their money.

[Browse Virtual Office locations.](#)

Looking to push more leads through your sales funnel? [Live Receptionists](#) can capture and qualify callers for you.

Between discovering your blog and making a purchase, many of your leads will call your business phone. That first contact is crucial to winning their business.

Our Live Receptionists are professionally trained, friendly, and responsive.

A Live Receptionist establishes your professionalism and leaves callers with an outstanding first impression every time.

Capture more leads and strengthen loyalty with the help of a friendly, professional receptionists.

[Explore Live Receptionist plans](#) starting at \$95/month.

Email 3: Email Newsletters

Subject Line: Want to Turn Your Readers Into leads?

Preview: {Name}, with your new super converting blog post template, you're ready to supercharge your content marketing. But creating blog content is only the first step. If you want to turn your readers into leads, you need to establish direct contact.

Body:

Hey {Name}!

Now that you have a template to create super converting blog posts, you're ready to supercharge your blog.

But the content itself is only the first step. To convert, you need to build your relationship with the reader.

How do you do that?

By capturing their email.

With email newsletters, you can establish a direct line of communication with your leads.

You create a more intimate relationship with them, helping you build trust and keep your brand at the top of their minds.

The repetition of a weekly newsletter is one of the best ways to build a long-term relationship with your leads.

It builds familiarity, which leads to purchases.

But how do you capture emails so you can add subscribers to your newsletter?

The simplest (and most effective) way is to offer a free lead magnet in exchange for their email address.

Free lead magnet ideas include:

- Quiz results
- Guides
- Templates
- Discount codes
- Checklists

Simply choose a lead magnet, embed a pop-up offering the lead magnet on your webpage, and watch your email list grow.

But it's also crucial your emails appear professional. People receive tons of spam.

Adding a few minor details can go a long way in proving you're a reliable business and not a scammer.

A prime example: using a prestigious business address on email footers.

Your business is legally required to include a valid [physical address](#) when sending your newsletter to an email list. This requirement is part of the [CAN-SPAM](#) law.

And if this address doesn't reflect a trustworthy, reputable business, you risk losing leads, and emails going to spam making it hard to build trust with your audience.

That means fewer recipients, lower open rates, and less income.

But you don't have to choose between flexibility and professionalism.

With an [Alliance Virtual Office](#), you can center your business in a prestigious business district of your choosing.

Anyone who searches the address will immediately recognize you as a professional, trustworthy business.

Solidify your reputation, capture more leads, and win more sales with a Virtual Office from Alliance.

[Browse Virtual Offices here.](#)