



Alpha Tech

“News about IT Technologies that can help your business prosper”

Millbury, MA

Are You Chasing Customers — or Are They Looking for You?

Most business owners know how exhausting marketing can be. You post on social media, send emails, run ads, and network like crazy—yet it still feels like you’re chasing customers who aren’t interested.

The truth is, great marketing doesn’t chase. It attracts. When you shift your focus from finding customers to helping them find you, everything changes. Your marketing stops feeling like a constant hustle and starts working like a system—one that builds trust, visibility, and consistent leads.

Here’s how to make that shift.

Does Your Marketing Make a Good First Impression?

Whether it’s your website, your business card, or your ad, people judge your business in seconds. If your marketing looks outdated or inconsistent, it silently tells customers: “We’re not professional.”

Good design isn’t about being flashy—it’s about being clear and credible.

A modern, well-designed look builds instant trust and signals that you care about quality. Clean layouts, clear navigation, and consistent branding go a long way toward making people feel confident in choosing you.

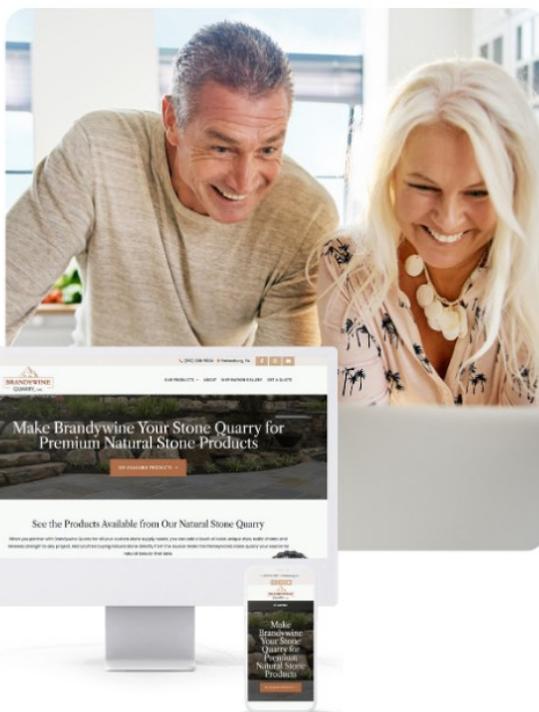
75% of users make judgments about a company’s credibility based on visual design alone.¹

Your customers are making split-second decisions. Make sure your marketing sends the right message.

Are You Ignoring Mobile?

People aren’t just finding you on desktops anymore—most are on their phones. If your website or ads aren’t mobile-friendly, you’re losing leads.

Google prioritizes mobile-optimized sites, and users expect a seamless experience. That means fast load times, readable text, and clickable buttons that work without pinching and zooming.



Mobile design isn’t a trend—it’s the standard. If your marketing doesn’t look great on every screen, you’re missing opportunities.

Does Your Marketing Tell People Why They Should Care?

Here’s the harsh truth: no one cares about your business—unless you give them a reason to.

Your marketing should never start with “We’ve been in business for 20 years.” Instead, start with what your customers actually care about: **their problems, goals, and desires.**

Ask yourself:

- What frustrates your customers?
- What are they trying to achieve?
- How does what you do make their life better?

When your marketing answers those questions, people start paying attention. You’re no longer selling—you’re solving.

Are You Speaking to the Right People?

If your message is for everyone, it’s for no one. The most successful marketing starts with a clear picture of your ideal customer.

Who are they? What keeps them up at night? What motivates them to take action?

¹<https://credibility.stanford.edu/guidelines/index.html#chi00>

Once you know your audience, everything else becomes easier—your words, visuals, and offers all start connecting naturally.

You're not shouting into the void—you're having a conversation with the right people.

Do You Have a Clear Call to Action?

Even the most beautiful website or clever ad won't work without direction. Your audience needs to know exactly what to do next—book a consultation, request a quote, download a resource, or make a call.

Each page of your website, every email, and every post should guide people toward a single, obvious next step. Without it, they'll move on and forget you exist.

A clear, simple call to action turns browsers into buyers.

Are You Making It Easy to Contact You?

You'd be surprised how many businesses make this mistake. Buried contact pages, broken forms, or missing phone numbers cost you sales every day.

Make it easy: your phone number should be visible; your contact form should be short and functional; and you can even add chat options or scheduling buttons for instant responses.

When people are ready to reach out, don't make them work for it.

Are You Tracking Where Your Leads Come From?

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So... Are You Chasing—or Being Found?

When your marketing works, it doesn't feel like a grind. You're not constantly chasing leads or guessing what to fix next. Instead, customers find you, trust you, and take action—because your website and marketing are doing their job.

The challenge is knowing where things are breaking down.

Is your website making the right first impression?

Is it clear who you help and what to do next?

Is it optimized for mobile, search, and real people—not just Google?

That's exactly why we created the EZ Website Scorecard.

Take the short quiz below and see how your site stacks up.

**[GET YOUR FREE WEBSITE ASSESSMENT
ezmarketing.com/ez-website-scorecard](http://ezmarketing.com/ez-website-scorecard)**

Are you struggling with your website? We're here to help!

We have partnered with EZMarketing to be a resource to you so that you can get the results you deserve from your online marketing. My good friend Tom Malesic, the company owner, will do an analysis of your website and give you advice on where you can make improvements.

It is always our goal to bring you resources to help you and your business.

**Call us to get your FREE Website Analysis.
508-471-3155**