



Ultimate Local Citation Email Sequence

Citation building is a very lucrative business. The concepts are very easy to understand (we did an extensive article on it) and you can outsource all the time-consuming aspects of it for a penny on a dollar.

We personally know a few marketers that are **earning a comfortable living just by providing citation building services**. They mostly do intermediary work and they manage to bank a four-figure income every month just by working a couple of hours.

Although citation building is an easy service to provide, the hard part is to convince new leads and existing customers to go for it.

But don't worry, we are here to help. This material will leave you with a set of ready-to-be-deployed email swipes that you can use to convince clients to pay for your citation building service.

This email sequence is designed to help you **establish yourself as a quality local citation building expert** while taking the client through a smooth journey that will make your services seem like a no-brainer to their business.

Important: In order for this to work, it's very important to **NOT** skip any swipe when contacting a new client. When we designed this sequence, we relied heavily on the **RIA (Results in Advanced)** method - the best strategy when it comes to approaching cold clients.

Keep an eye on the **Explainer** section where we discuss the actions taken at every swipe. You'll see the reasons behind using certain phrases and call to actions.

Mail Sequence #1: Establishing a connection

Subject Line: We used your business for local research. See your Stats!

Alternative: Here's what I've discovered about your business...

Alternative: Your Local Business ANALYSED. (Results Inside)

Body:

Hey **[Business owner first name]**,

I'm **[Your.Name]** and I'm contacting you on behalf of **[Your.Agency.Name]**.

I'm reaching you with this email to let you know that your business just took part in an extensive research project that involved a few hundred small-to-medium businesses in your area.

The purpose of this case study was to analyze the size & quality of local citations that businesses in **[Lead.Area]** have. We looked at numerous niches including **[lead.niche]**. You should know that all your direct competitors have also been analyzed...

If you don't know what local citations are, think of them as online references of the name, address and phone number for a local business. The more good quality local citations one business has, the better the likelihood that Google decides to feature it among the top results in local search.

I could go on for hours, but let me jump straight to the results so I don't take too much of your time:

- Unfortunately, your business is in the bottom **15%** of all the businesses we analyzed - based on the overall size and quality of local citations.

Based on our findings, your business online visibility is seriously affected by the lack of local citations.

We also did a complete citation analysis to figure out what needs to be done to improve your score and rank higher.

If you are interested in seeing what needs to be adjusted, simply **Reply** to this email and I'm going to send it for **FREE**.

As soon as I see a reply from you, I'll send the report.

Have a great day,

[Your Name]

[Your Business Website]

PS: We only contact a few businesses from each industry. Not all of your competitors were informed of this case study.

Explainer

This first email must not seem pushy in the slightest degree. The only goal here is to establish a friendly connection that we can later use to pitch your local citation building services.

Notice how we used casually mentioned their local competitors. This is one of the best methods that you can use to get their attention from the get-go.

Moving on, we mentioned that we are going to send away a complete PDF report for **FREE**. The **FREE** part is very important because we make it clear that we are providing value for free.

Mail Sequence #2: Follow up question

~After 24 hours (if the subject has not replied)~

PS: If the subject replies to your first swipe, jump straight to **Sequence 3**.

Subject Line: Have You Checked the Report I Sent you?

Alternative:[Business Name], This might be important to you...

Body:

Hey **[Business owner first name]**,

Did you receive the email I sent yesterday?

I haven't heard back from you, so I assumed you were too busy to notice it...

We're giving you a free report that we normally charge \$50 dollars for.

If you don't know what I'm talking about, read my first email. You'll understand.

In the event that you haven't received my first email, please tell me via the **Reply** button and I'll send it again (I don't want to spam your Inbox).

Get back to me when you see this,

[Your Name]

[Your Business Website]

Explainer

This second swipe is short because it's only designed to prompt a response. During this stage, we're only **trying to get the prospect engaged**.

Notice how we didn't attach the first email to this message - It's because we want to do two things:

- Encourage the prospects to respond to our email by replying.
- Force any prospects that haven't opened our first email to do so.

Mail Sequence #3: Sending the local citations report

~After Subject has replied~

Subject Line: Here's everything about your Local Citations!

Alternative: Here's your Premium Local Citation Report!

Body:

Hey **[Business owner first name]**,

I'm attaching this PDF report with the state of your business local citations.

It should give you an idea on the areas that you need to work on to make your business more visible online. Keep in mind that all your competitors are ahead of you when it comes to local citations.

If you want any chance of being featured into Google's Local-3 Pack, you need to act upon this information NOW (before it's too late).

I'm also going to provide you with some additional learning materials & tips that will make you understand business local citations a lot clearer.

Look for my email in the days to come,

[Your Name]

[Your Business Website]

[Attached PDF Report generated via Mapify360]

Explainer

This stage is all about **building towards the closing moment**. Notice how we used a subject line that is short but intriguing - this is confirmed to boost the click-through rate exponentially.

Yet again, we played the local competitor card since we want to get the prospect reeling for the closing phase.

Notice how we make the whole issue time-sensitive. Creating urgency is one of the best tactics when looking to get the prospect's wheels turning towards

enlisting manpower capable of helping them recover the disadvantage (That's you!).

Mail Sequence #4: The Closing Stage

~After 24/48 hours~

Subject Line: The ESSENTIALS for Local Citations

Alternative: Basics of Local Business Citations.

Body:

Hey **[Business owner first name]**,

I hope I didn't take too long.

As promised, I've put together a list of some introductory tips & tricks that should give you a wider overview of local citations. Here's some stuff you need to know:

- **Not all citations are created equal** - Keep in mind that some citations will appear without any action taken by the business - but this is not necessarily a good thing.
- **Local citations are more than meets the eye** - There are three main types of local citations: local business data platform citations, industry-specific citations, wider-web citations.
- **Industry-specific citations and local business data platform citations** are the most important references for a business.
- **The search visibility of your business is affected by the quality of your local citations.** You will not rank nearly your maximum potential if your citation fleet is small or it contains bad citations.
- **Some citations are created from an automated aggregation.** However, these can end up being detrimental to the business, since some information might be outdated or incorrect - this will end up confusing the algorithms behind the search engines.
- **Citations are mainly developed manually.** The ability to create them automatically is severely limited.
- **Bad citations are much more detrimental to a business than the lack of citations.** Having inconsistent NAP information might cause Google to label your business as 'unreliable'.
- **Fixing citations is tedious work.** If you decide to do it on your own, we encourage you to keep a spreadsheet with any inconsistencies that you manage to identify. This will make it easier to ensure that you leave no unattended citation.

After reading through the stuff above, I'll bet the mystery around local citations is beginning to unravel. If you need any help, don't hesitate to ask any questions and I'll be happy to help.

In the event that you don't want to bother working with citations, we can help you with that. Our sound-proof system is already used by a number of your local competitors (that's why they are ahead :D)

If you're interested, reply to this email and we'll set up a meeting. Since you took part in this experiment (unwillingly), I can squeeze you on our Loyalty Program.

Reply to this email If you're interested or call this number **[Your.Phone.Number]**.

Talk soon,

[Your Name]

[Your Business Website]

Explainer

In this 4th swipe, we're giving the prospect a sneak peek into the optimization strategies that you can provide as a local citations expert. We score points for being punctual in delivering the free optimization tips that we promised in swipe 3.

If you read our previous material about the **Results in Advance (RIA)** method, then you already know why we decided to provide some value for free.

After providing the free value we casually offer our services to them. There's no need to sound too salesy, the prospect is already prepared and looking forward to the business proposition.

Send this email, sit back, relax, and wait for the client to close itself by replying to this last swipe.