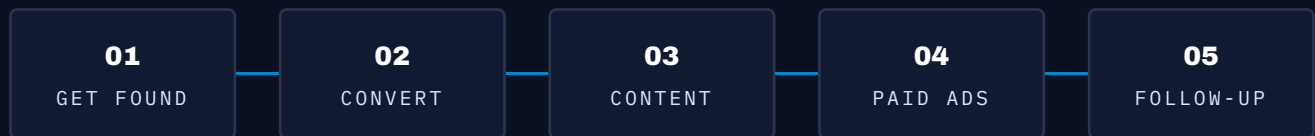


FOR ALASKA BUSINESS OWNERS

THE ALASKA LEAD ENGINE

The five-part build that turns a local business into the obvious choice in its market — and the exact moves behind **14,000+ views, 30 leads, and 6 booked clients from a single video.**



Most Alaska businesses don't have a lead problem. They have a leak problem.

Every week, people in your town search for exactly what you sell. Some find you and can't tell what you do. Some call and nobody answers. Some fill out a form and hear back three days later — after they've already hired someone else.

That's not bad luck. That's a leaky engine. And in markets the size of Anchorage, Wasilla, Fairbanks, or Juneau, the math is unforgiving: there aren't millions of customers to burn through. Every lead you leak, a competitor catches.

The good news is that the businesses winning right now in Alaska aren't doing anything you can't do. They're not more talented. They've simply built five things that work together — and most of their competitors have built zero of them.

What this guide is

A field guide to the five parts of a working lead engine: **getting found, converting visitors, content that travels, paid ads that pay for themselves, and follow-up that closes**. Each part ends with a "Do This Now" checklist you can execute this week — no agency required.

What this guide is not

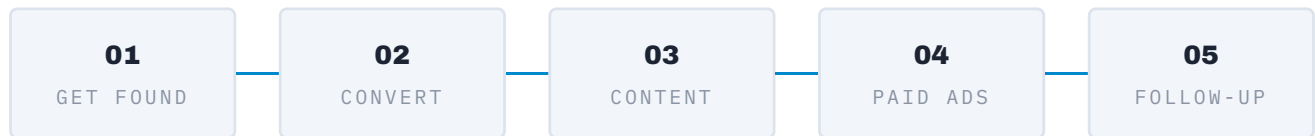
Theory. Everything in here comes from work done with real Alaska businesses — barbershops, snow removal companies, service providers — in this market, with this seasonality, for these customers. Where we show numbers, they're from campaigns we ran ourselves.

HOW TO USE THIS

Read it once, front to back — 20 minutes. Then go to the **30-Day Action Plan** on page 9 and the **Scorecard** on page 10, and start with whichever part you scored lowest. Fixing your weakest part always beats polishing your strongest.

Five parts. One machine.

A lead engine is exactly what it sounds like: a connected build where each part feeds the next. Most businesses have one or two parts working in isolation — a decent website nobody visits, or great word-of-mouth with no way to capture it. The power is in the connection.



01	Get Found First	Own your Google Business Profile and the searches that matter in your town.
02	A Website That Books Jobs	Pass the 3-second test and give visitors exactly one thing to do.
03	Content That Travels	Short-form video that reaches thousands of locals for free.
04	Paid Ads Without Burning Cash	Small budgets, one offer, one audience — and never "boost post."
05	Follow-Up That Closes	Speed-to-lead, missed-call recovery, and the five-touch rule.
+	The 30-Day Action Plan & Scorecard	Turn the guide into a calendar, then grade your engine honestly.

One rule before you start: don't try to build all five parts at once. The order above is the order of leverage — being findable matters before content, and follow-up only matters once leads exist. Build in sequence.

Get Found First

When someone in your town needs what you sell, they don't ask a friend first anymore. They search. The business that shows up — with photos, reviews, and current hours — gets the call. Usually the same day.

The single highest-leverage free asset you own is your **Google Business Profile** — the panel with the map, reviews, and "Call" button that appears when someone searches your category. Most Alaska businesses claimed theirs years ago and haven't touched it since. That's an open door for you.

The review engine is the whole game

Reviews are the small-market cheat code. In Anchorage, the gap between 23 reviews and 140 reviews is the gap between invisible and inevitable. The fix isn't complicated: **ask every single happy customer, the same day, with a direct link**. Text it to them before they leave the parking lot. Then reply to every review — including the bad ones — because replies signal to both Google and future customers that someone is home.

Say where you are, everywhere

Your website should say "Anchorage" (or your town) in the page title, the headline, and the footer — not just "serving the local community." Google can't rank you for searches it can't connect you to, and customers trust businesses that sound local because they are.

DO THIS NOW — PART 01

- Claim or update your Google Business Profile: correct hours, phone, categories, and service area.
- Upload 10 real photos this week — your work, your team, your storefront. No stock images.
- Create your direct review link and text it to your last 10 happy customers today.
- Reply to every existing review, good and bad, in a human voice.
- Put your city in your website's page title, main headline, and footer.

A Website That Books Jobs

Your website has one job: turn a stranger into a lead. Not win design awards. Not tell your life story. Convert.

The 3-second test

Open your homepage on your phone and look at it for three seconds. Can a stranger tell **what you do, where you do it, and what to tap next?** If any of those three is missing above the fold, you're leaking every visitor who doesn't feel like scrolling — which is most of them.

One page, one action

Every page needs exactly one primary call to action: **Call now. Book online. Get a quote.** Pick the one that matches how your customers actually buy, make it a button you can't miss, and repeat it down the page. When you give visitors five options, they reliably choose the sixth: leaving.

Proof beats promises

"Quality service you can trust" is wallpaper — every competitor says it. Specific proof is what moves people: "200+ driveways cleared in Eagle River last winter." "4.9 stars across 130 reviews." Real photos of real jobs. Put your strongest proof directly under your headline, not buried on a testimonials page.

Speed is a feature

Alaska customers are on phones, often on weak connections. If your site takes more than a few seconds to load, a chunk of your visitors are gone before they ever see your offer. Compress your images, kill the autoplay video, and test your site from a phone on cell data — not your office Wi-Fi.

DO THIS NOW — PART 02

- Run the 3-second test on your phone. Fix what fails: what you do, where, and one clear button.
- Cut your contact form to four fields or fewer. Every extra field costs you leads.
- Replace one generic claim with one specific proof point (number, result, or review).
- Test your load speed on cell data. Compress anything that drags.

Content That Travels

Short-form video is the only channel where a local business with zero budget can reach thousands of nearby customers in a week. Most of your competitors are still posting flyers. That's your window.

PROOF — ANCHORAGE BARBERSHOP, ORGANIC VIDEO

14,000+ views → 30 leads → 6 booked

One short video, filmed on a phone, no ad spend. The formula wasn't luck: a hook in the first second, a real person, and a reason to message the shop. Local content travels because the algorithm shows it to people nearby — exactly the people who can become customers.

Hook first, always

You have about one second before a thumb scrolls past. Open with the most interesting thing, not your logo: the before-and-after, the bold claim, the question your customers always ask. **"Why your driveway ice-dams every March"** beats **"Hi, we're a snow removal company"** every single time.

Batch it or it dies

The reason most business owners quit content isn't talent — it's logistics. Filming one video at a time means every post is a project. Instead, block two hours once a month, film 8–12 clips in one session, and post 3–5 times a week from the bank. Consistency beats production value, and done beats perfect.

Every video needs a next step

Views don't pay rent. End every video with one simple action: "Message us 'QUOTE'", "Link in bio", "Call before Friday." This is also where your free guide, offer, or booking link lives — turn attention into a name and a number, or it evaporates.

DO THIS NOW — PART 03

- Write down the 10 questions customers ask you most. That's your first 10 videos.
- Block one 2-hour batch filming session on your calendar this month.
- Film on your phone, vertical, with the hook in the first second.
- End every video with exactly one call to action.

Paid Ads Without Burning Cash

Paid ads are gasoline. Poured on a working engine, they multiply everything. Poured on a broken one, they're just fire. Build Parts 1–3 first — then ads become the cheapest growth lever you have.

Never press "Boost Post"

The boost button is designed for convenience, not results — it optimizes for vanity engagement, not leads. Run your ads through **Meta Ads Manager** instead, with a campaign objective of leads or messages. Same money, completely different outcome.

One offer. One audience. One result you track.

The most common small-business ad mistake is asking one ad to do everything for everyone. A working local ad is brutally simple: a specific offer ("Free winter furnace inspection — Anchorage only"), a tight local radius, and one number you watch — **cost per lead**. Not reach. Not likes. What does one real lead cost you, and what is one customer worth? If a customer is worth \$800 and leads cost \$15, you don't have an ad budget problem — you have a math advantage.

Test small, kill fast, scale what works

You don't need \$3,000 a month to start. You need \$10–20 a day, two or three ad variations, and the discipline to kill losers within a week. Your best-performing organic video (Part 3) is almost always your best ad — it already proved people stop for it.

Retargeting: the cheapest money you'll ever make

Install the Meta pixel on your site, then run a small ad shown only to people who already visited or watched your videos. These are warm prospects who got distracted. Reminding them costs pennies and converts better than anything you'll show a cold audience.

DO THIS NOW — PART 04

- Set up Meta Ads Manager and install the pixel on your website.
- Write one specific offer with a deadline and a local radius.
- Launch at \$10–20/day with your best organic video as the creative.
- Track one number weekly: cost per lead. Kill anything that doesn't earn its keep.

Follow-Up That Closes

Here's the brutal part: most businesses that get this far still lose. They do everything right, generate the lead — and then take a day to respond. The lead engine's last part is the one that actually cashes the check.

Speed-to-lead decides who wins

Sales research has shown for years that responding to a new lead within minutes makes you dramatically more likely to reach them than responding hours later — and most leads simply hire whoever answers first. When someone asks for a quote, they're in buying mode right now. Twenty-four hours later, they're someone else's customer. Your target: **respond in under five minutes, every time, including weekends.**

Missed calls are leaking revenue

Count your missed calls this week. Each one was a person who chose you, dialed you, and got nothing. At minimum, set up an instant text-back: "Sorry we missed you — what do you need? We'll respond in minutes." That one automation rescues jobs that were walking out the door. (If you're missing more than a handful a week, the math on fixing this gets very compelling, very fast.)

The five-touch rule

One quote and one voicemail is not follow-up — it's a coin flip. Most jobs close between the third and fifth contact, long after most businesses have given up. Build a simple cadence for every quote you send: day 1, day 3, day 7, day 14. A two-line text — "Hey, still want this handled before the freeze?" — wins jobs your competitors already forgot about.

Capture everyone, not just buyers

Most people who contact you won't buy today — but they'll buy eventually. Keep every name, number, and email in one list (a simple spreadsheet beats nothing), and reach out when seasons change: pre-winter, breakup, fishing season, PFD week. In Alaska, timing the season is half the sale.

DO THIS NOW — PART 05

- Audit yourself: how long did your last five leads wait for a response? Get it under 5 minutes.
- Set up an automatic text-back for every missed call.
- Write your five-touch follow-up cadence: day 1, 3, 7, 14.
- Start one master list of every lead — even the ones who said "not yet."

The 30-Day Action Plan

Knowledge you don't schedule is entertainment. Here's the guide as a calendar — roughly 3–4 focused hours a week. Thirty days from now, you'll have a working engine instead of a to-do list.

WEEK 1

Get found + stop the leaks

Update your Google Business Profile completely. Send your review link to 10 past customers. Run the 3-second test on your website and fix the headline, the city, and the one button. Set up missed-call text-back.

WEEK 2

Build the content bank

Write your 10 most-asked customer questions. Run one 2-hour batch filming session. Edit lightly, post your first 3 videos, and end each with one call to action. Text your review link to 10 more customers.

WEEK 3

Add fuel

Install the Meta pixel. Write one specific local offer. Launch your first lead campaign at \$10–20/day using your best-performing video. Keep posting 3–5 videos a week from the bank.

WEEK 4

Close the loop

Build your five-touch follow-up cadence and apply it to every open quote. Check your ad's cost per lead — kill or scale. Reply to every new review. Then take the Scorecard on the next page and plan month two around your lowest score.

THE HONEST WARNING

Every part of this plan is free or nearly free. The cost is consistency — and that's exactly why it works. The owners who win aren't smarter; they're the ones still posting, still asking for reviews, and still following up in week six when everyone else has quit.

The Lead Engine Scorecard

Grade your business honestly — 1 means "not happening," 5 means "dialed in." Circle your score for each line, total it, and let the number tell you where month two goes.

STATEMENT	SCORE (CIRCLE ONE)
My Google Business Profile is complete, current, and gets new reviews every month.	1 · 2 · 3 · 4 · 5
A stranger can tell what I do, where, and what to tap within 3 seconds of landing on my site.	1 · 2 · 3 · 4 · 5
I post short-form video consistently (3+ per week), each with a hook and a call to action.	1 · 2 · 3 · 4 · 5
I run ads through Ads Manager, know my cost per lead, and retarget warm audiences.	1 · 2 · 3 · 4 · 5
New leads get a response in under 5 minutes — even when we miss the call.	1 · 2 · 3 · 4 · 5
Every quote gets at least five follow-up touches before I let it go.	1 · 2 · 3 · 4 · 5
I keep one master list of every lead and re-engage it when seasons change.	1 · 2 · 3 · 4 · 5
TOTAL (out of 35)	-----

7-15 · LEAKING

You're losing winnable jobs weekly. Start with Part 1 and the Week 1 plan — the fastest gains are sitting right there.

16-25 · BUILDING

Parts of the engine run, but they're not connected. Fix your two lowest scores this month before adding anything new.

26-35 · COMPOUNDING

Your engine works. Now it's a volume and optimization game — scale ads, raise prices, and protect your response time.

A STRAIGHT OFFER

You now have the blueprint. Building it is the **work.**

Everything in this guide is real, and all of it works. It also takes 10–15 hours a week, every week, to run well — filming, posting, managing ads, chasing reviews, answering leads in five minutes. You already have a business to run.

That's the choice every owner who finishes this guide faces: become your own marketing department, or have one built for you. Northtek builds and runs the entire engine — **website, content, paid ads, SEO, and follow-up infrastructure** — for Alaska businesses, as one managed build. You stay the owner. We stay the engine room.

14K+

VIEWS, ONE ORGANIC
VIDEO — ANCHORAGE
BARBERSHOP

30→6

LEADS → BOOKED CLIENTS
FROM THAT SINGLE VIDEO

100%

BUILT IN ALASKA, FOR
ALASKA MARKETS AND
SEASONS

It starts with a **free Engine Audit**: a 30-minute call where we score your business on the same five parts you just read about, show you exactly where you're leaking leads, and hand you the priority list — whether you hire us or not. No pitch deck, no pressure. If we're not confident we can grow it, we'll tell you that too.

FREE ENGINE AUDIT · LIMITED SPOTS EACH MONTH

See exactly where your business is leaking leads.

Book your free 30-minute Engine Audit and get your scorecard, your leaks, and your priority list.

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BUILT DIFFERENT. BUILT HERE.

Marketing engines for Alaska businesses that are done leaking leads.

Websites · Content · Paid Ads · SEO · Follow-Up Infrastructure

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