

Is your website
sad and lonely?



Quick Poll

About me

- designing, building & marketing websites ~ 20 years
- webLaunch
- jacksgardenstore.com
- website toolkit

About me

- first 10 years doing it like everyone else
- time / money trap
- Jack's Garden Store
- web designer arrogance
- everything changed!!!

The convention

- Hairdresser story

- 1% super successful

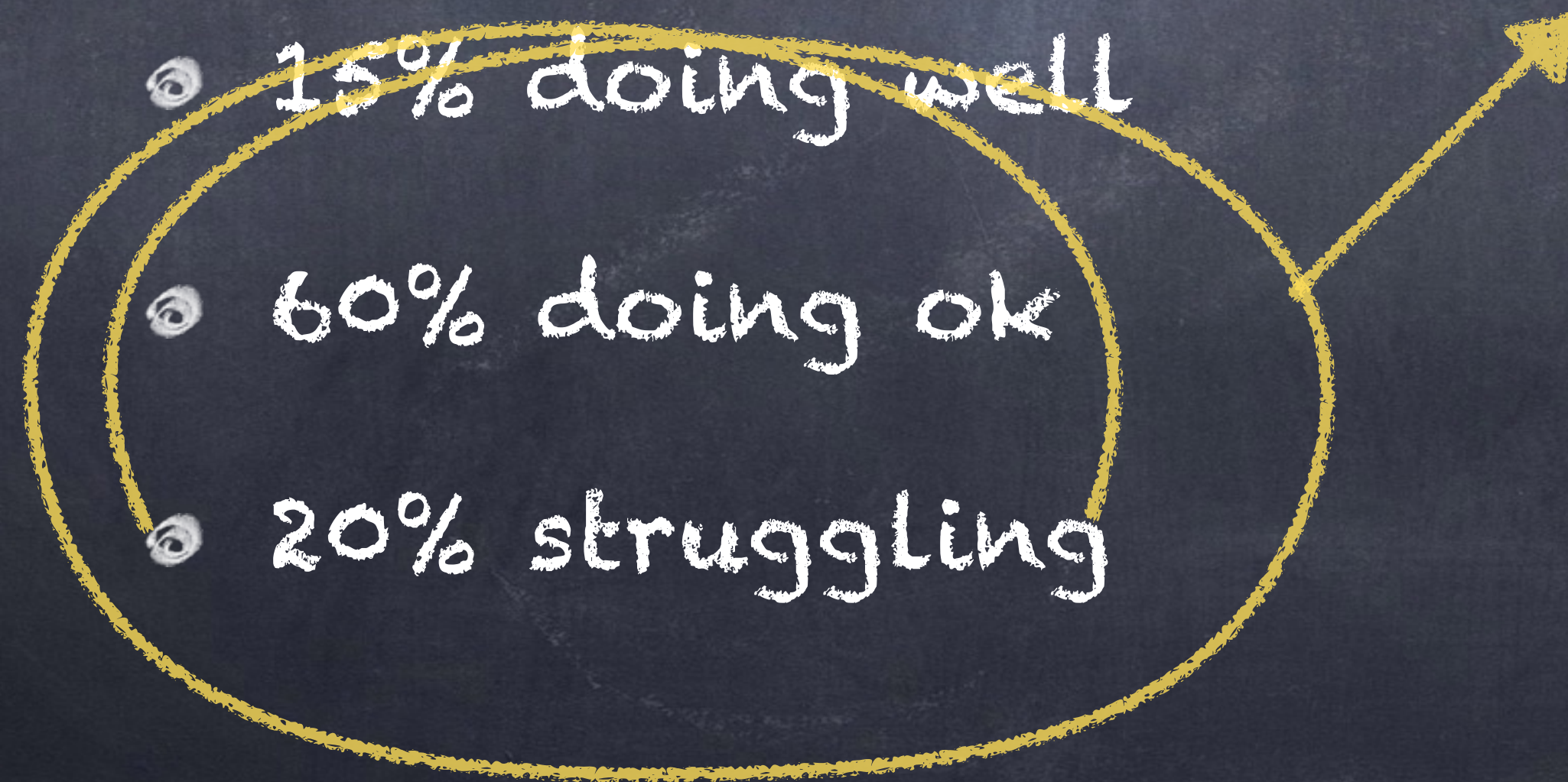
- 4% getting there

- 15% doing well

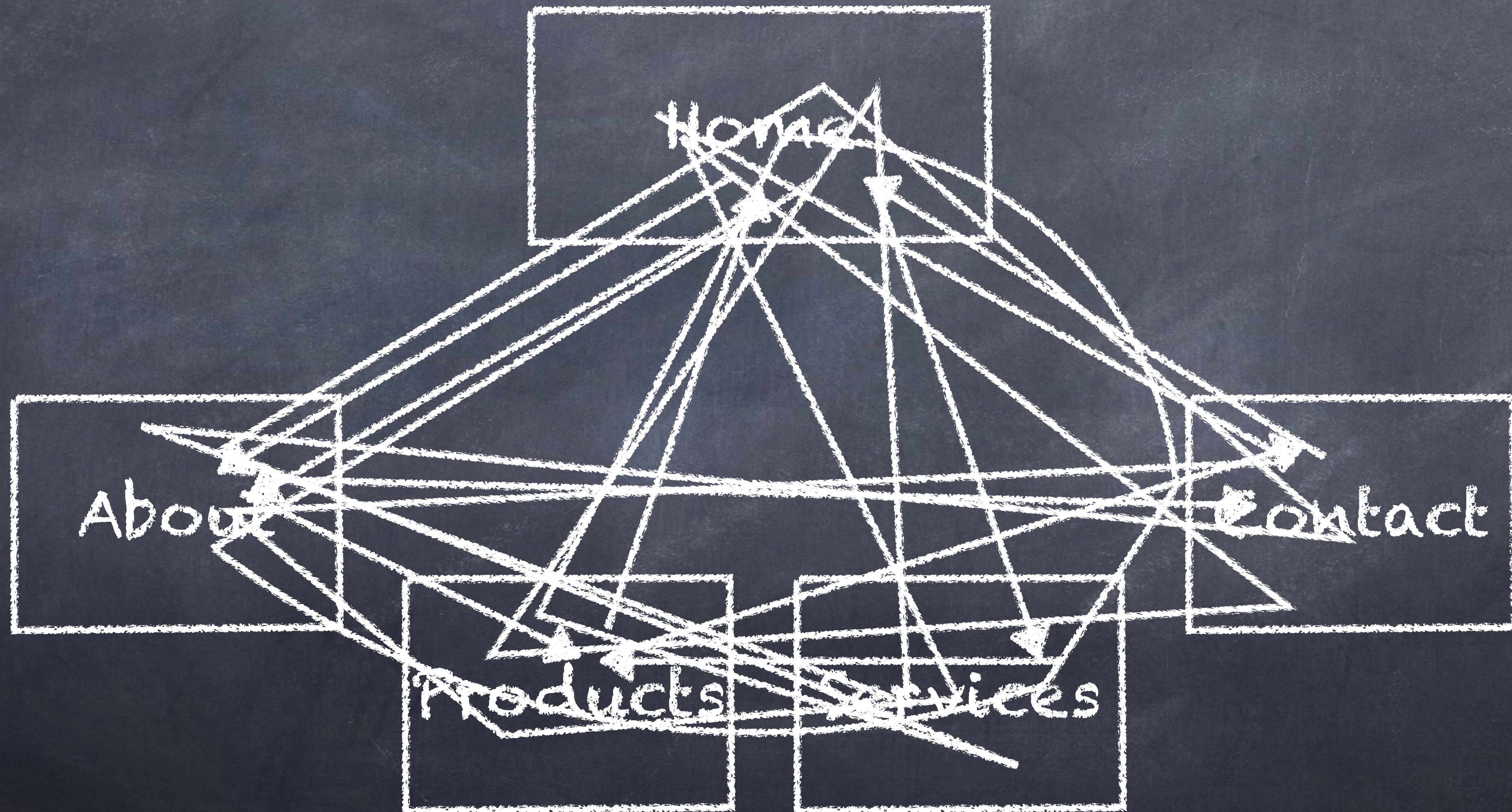
- 60% doing ok

- 20% struggling

80%



The convention



The convention

- doing what everyone has always done
 - no consideration:
 - visitor source
 - visitor identity
 - visitor motivation
 - desired outcome

The convention

- conjure your business in your mind's eye
- represent that in its entirety
 - very difficult to do
 - completely ignores visitor

The convention

- assumes an instant audience
- "your website is your shop window to the world"
- Google takes 4-6 weeks to rank a website
- sophisticated competition

NO ONE WILL
SEE YOUR WEBSITE

The conventional wisdom

- treats every visitor the same
- death by IKEA anyone?
- buyers don't enjoy browsing on the internet
- car buyers:
 - daimler
 - porche
 - honda
 - skoda

- looking for the "best value solution" - for them

YOU ARE FAILING YOUR UNDERSTANDING CUSTOMERS

The convention

- assumes identical motivation
- people buy for different reasons
- moving towards pleasure
- moving away from pain
- level of understanding of problem?
- level of education of solution?

YOU ARE DRIVING CUSTOMERS AWAY

The conventional

- hopes people will get in touch
- no clear call to action
- no defined post-website journey
- no means of follow-up

O.K. smart-arse,
What's the solution?

The Solution

- understand the individual

- demonstrate your authority

u.a.g.i.d.g.m.s.f.

- identify their pain

- gain their trust
- solicit an action

- follow up

The Solution

- before they arrive at your website
 - on your website
 - after they visit your website
- } different for each business

Before your website

The Solution

- market
- message
- media

Customer Avatar (Market)

- gender / income / occupation / geography
- hobbies / interests / sports
- books / magazines / newspapers / tv programmes
- kids / family / single / married / divorced
- holidays / car

Motivators (Market)

- driven by pain (moving away from something)
- driven by desire (moving towards something)
- emotions
- why is that important to them?
- how far along the process are they?

Question:

- Who has heard this all before?
- Have you actually done it?
- Have you implemented it?
- Join the smart-arse club



Message

- what's the key message?
(emotion, fear, desire)
- what pain can you fix?
- what fear can you prevent?
- how will your product / service make them feel?

Media

(where will you find your customer?)

- Google organic listings
- Google Adwords
- Google Shopping
- Google display ads
- Google+
- Facebook
- YouTube
- Special interest sites e.g. netmums
- Associations
- Other people's customers (email lists)
- Bought data (eugh)

Media

- how will you target the audience?
 - keywords
 - interests / hobbies
 - books read / magazines / tv shows
 - pages they've liked

Market / Message / Media

- combine all of these factors:
 - headline
 - short, compelling copy
 - photo?
- bring visitors to your website!!!

On your website

On Your Website

- match your referring ad
- attention-grabbing headline
- identify pain
- demonstrate authority
- social proof
- offer
- benefits
- time-limited offer
- call to action

Call to Action

- buy a product or service (very hard)
- book an appointment
- download value item
- buy a customer to make a sale
- refer a friend / colleague
- call

After your website

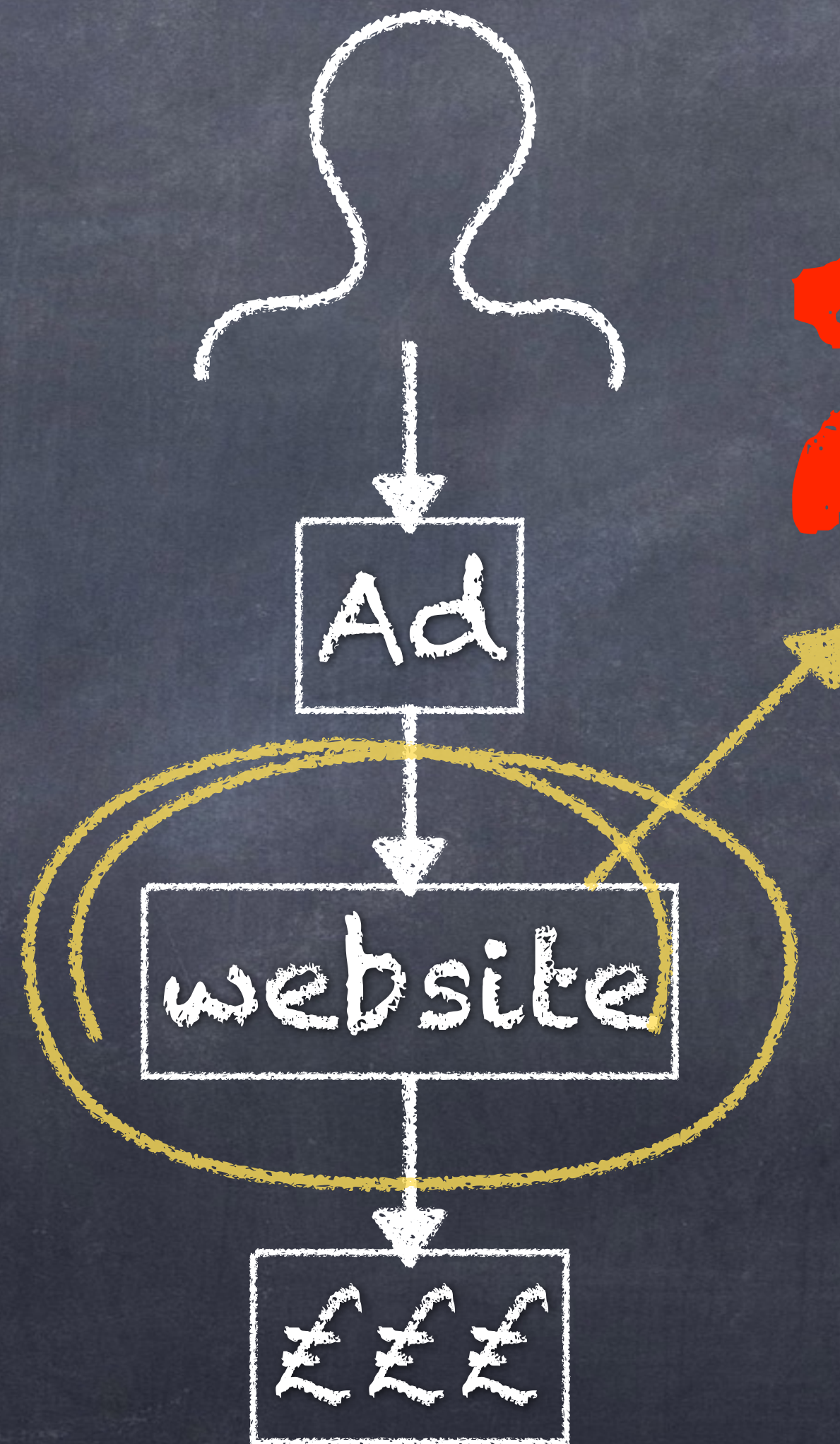
After Your Website

- fulfil purchase (have you set expectation?)
- customer remorse
- follow-up:
 - email autoresponder
 - telephone
 - snail mail

In a Nutshell

- who are they?
- what do they want?
- where will you find them?
- how will you entice them?
- why buy from you?
- when will they buy? (time limited offer)
- make the sale!

Pictorial version



25%

The Reality

- some people get it
- some people won't
- all of you will leave with good intentions
- how many will DO anything?

The Website Toolkit

- Cheat sheet
- Workbook
- Content Structure Worksheet

GIVE ME
YOUR EMAIL

What do these businesses
have in common? £6000+

- BT
- Hewlett Packard
- Cisco Systems
- Surrey County Council
- Deutsche Bank
- JP Morgan
- Merrill Lynch
- Roche

THEY

HAVE ALL RAID A DAY

Business Hub Exclusive Offer

- 1 day brainstorming session
- key customers
- pain / desire
- hangout
- message
- website
- call to action
- fulfilment

~~£600~~

£447