



Why do Websites Fail & What can you do to Succeed

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Value Take Away

What are you going to do to make your web presence productive for your business?



10 Most Common Marketing Mistakes

1. No Specific Marketing Goals
2. Improper Targeting
3. Missing Motivation in the Message
4. Focusing on Your Products/Services
5. Relying on a Single Communication
6. Failure to Test
7. Failure to provide Call to Actions
8. Failure to Continue Customer Dialogue
9. Not Tracking & Measuring Effectiveness
10. Assuming You Do Not have to Market



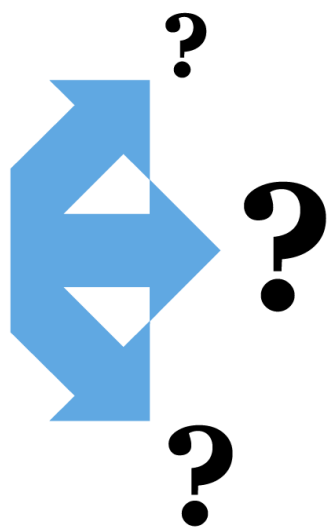
Web Sites are Dead



Avoid the same fate



Why do Websites Fail?



A lack of strategy driving the online business presence



Disparate online business tools

95% of websites fail to achieve conversions rates expected for their businesses!



Online Businesses - Not Websites!



It's your online
business presence, and
you must be in **control!**



Successful Online Businesses

- Key business objective & strategy for your web presence
- Valuable & relevant content
- Powerful offers for your web visitors
- Use a digital marketing system
- Measure & track conversion rates



What is your key business objective for your web presence?

- Qualified sales leads
- Online sales revenue
- Grow subscriber list
- Provide customer service
- Inform and educate
- Build customer relationships
- Others.....



Valuable & Relevant Content

- Provide content that will appeal and address the needs of your target market
- Leverage host-beneficiary relationship strategies
 - Provide other sources of content for your market
- Four C's of a successful online business
 - **C**ontent > **C**redibility > **C**onversion > **C**ustomer



Provide powerful offers for your web visitors

- Identify with and focus on your market
 - Differentiate your offer in the market
 - Dispel their fears & reassure your web visitors
- Develop Unique Selling Proposition (USP)
- Use direct response Marketing
 - Attract **A**ttention > Generate **I**nterest > Create **D**esire > Provide a Call to **A**ction (AIDA)
- Use very visible 'call to actions'



Direct Response Copy

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Press Room



Review & Refresh Offers

- Analyse customer purchase patterns (last purchase, frequency & monetary value)
- Offer coupons or vouchers that can be redeemed online
- Consider loyalty programs



Promotional Coupon Offers

Essential Features, Affordable Widescreen

DELL™ Inspiron™ 1300 C1400GT Notebook

Redefining value in a versatile notebook



Free Upgrade to 512MB Memory
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Online Price

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Price inc. \$50 Cash Off

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Software and Peripherals

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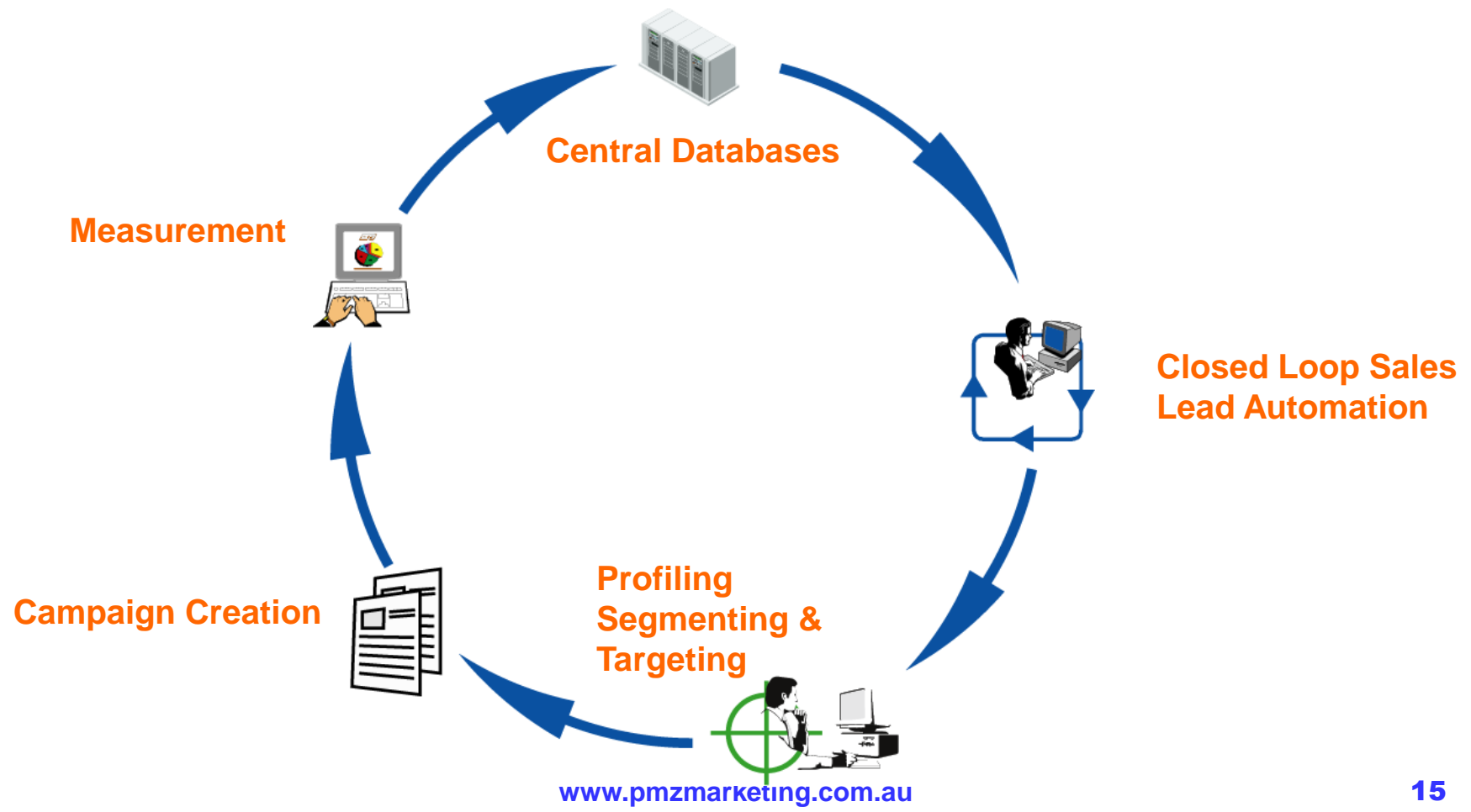


Use a Digital Marketing System

- Understand the buying process for your market
 - Initial Learning (Awareness)
 - Further Learning (Information, Education & Research)
 - Purchase Decision
- Implement an system that will become your digital marketing engine
- Use your online engine to generate prospects for conversion in your sales funnel



Build a Digital Marketing Engine to Generate Sales Opportunities!





Develop Customers with Email Marketing





Utilise Online Emarketing

- Implement active permission-based emarketing (email/enewsletter) programs
 - Emarketing has the greatest impact or influence on the Further Learning and Purchase Decision phases
- Build customer relationships by educating and informing your market
- Utilise publication of 'subject matter expert' articles at targeted e-newsletter publishers
- Integrate online emarketing with offline marketing initiatives



Implement Relationship Marketing

- Referral marketing with incentives
- Explore viral marketing opportunities to promote your business
- Affiliate marketing relationships



Affiliate Marketing Program

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Family Finder

First Name:
 Middle:
 Last:
 Still living

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Conversion Design: Online Business

- Structured to facilitate the conversion process
- Copy is written as direct – response
- Colour, Graphics & Layout
 - Keep simple
 - Use high contrast for copy
 - Avoid distracting flash graphics
 - Keep important above the fold



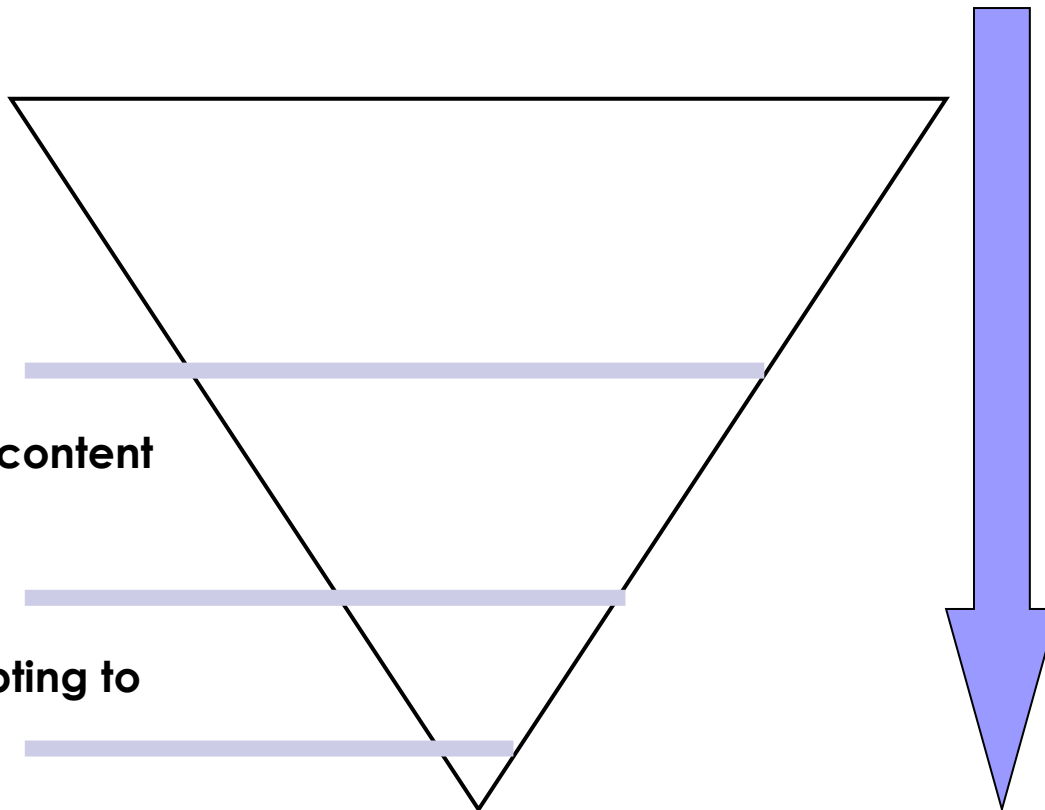
Define Persuasion Scenarios

- Plan your visitor persuasion scenario to maximise your conversion opportunities
 - **Driving Point:** point of entry
 - **Funnel Point:** landing page/main product category
 - **Resolution Point:** information to satisfy questions during the buying process (linked to a waypoint or conversion beacon)
 - **Way Point:** selling persuasion touch points or call to actions
 - **Conversion Beacon:** customer can demonstrate willingness to convert (i.e. checkout process)
 - **Conversion Point:** Confirmation of the purchasing action



The Conversion Process

- ▶ Visitors who bail after the first glance
- ▶ Visitors who bail when content is not compelling
- ▶ Visitors who are attempting to convert but fail
- ▶ Successful Conversions





Measure & Track Conversion Rates

- Measure and track conversion rates for different customer profiles
- Analyse persuasion scenarios that are working to ramp up the conversion flow
- Revamp and test persuasion scenarios that are not producing conversions
- Continuous improvement & fine-tuning



The Power of One

Why do you need these tools integrated into one, powerful platform?





An Online Business Solution



- Is an integrated approach to online business
- Incorporates all the tools vital for success



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