



# What can you do to Succeed on the Internet?

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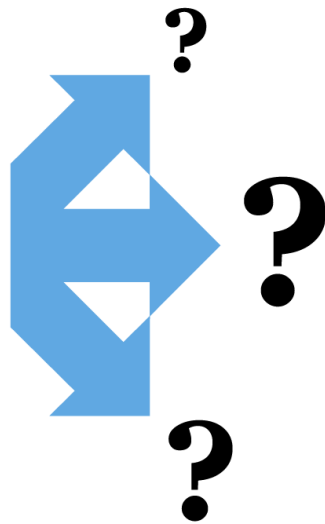


# Value Take Away

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



# Why do Websites Fail?



A lack of strategy driving the online business presence

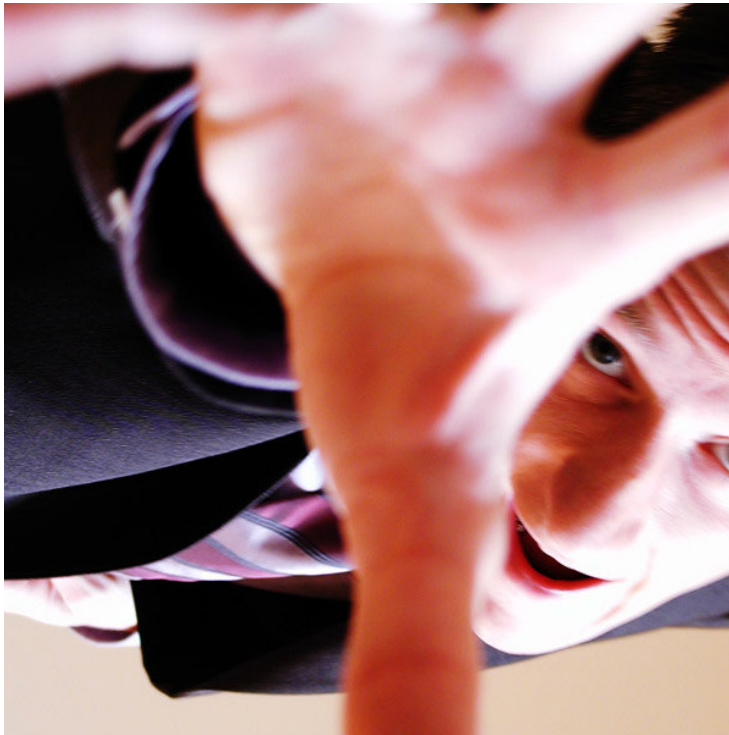


Disparate online business tools

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.....



# Customer Persona / Profile

- Develop a customer persona
  - Prepare for each target market-customer
- Identify the buying & purchasing process
  - Understand the perception of risks
- Focus for your marketing message
  - Benefits to be derived
  - Use of emotive language



# 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)



# Search Engine Marketing

- Search Engine Optimisation
  - quality web content with right keywords,
  - keyword density, frequency & proximity
  - proper domain name, meta tags,
  - image alt tags
- Pay-Per-Click Advertising
- Link Building

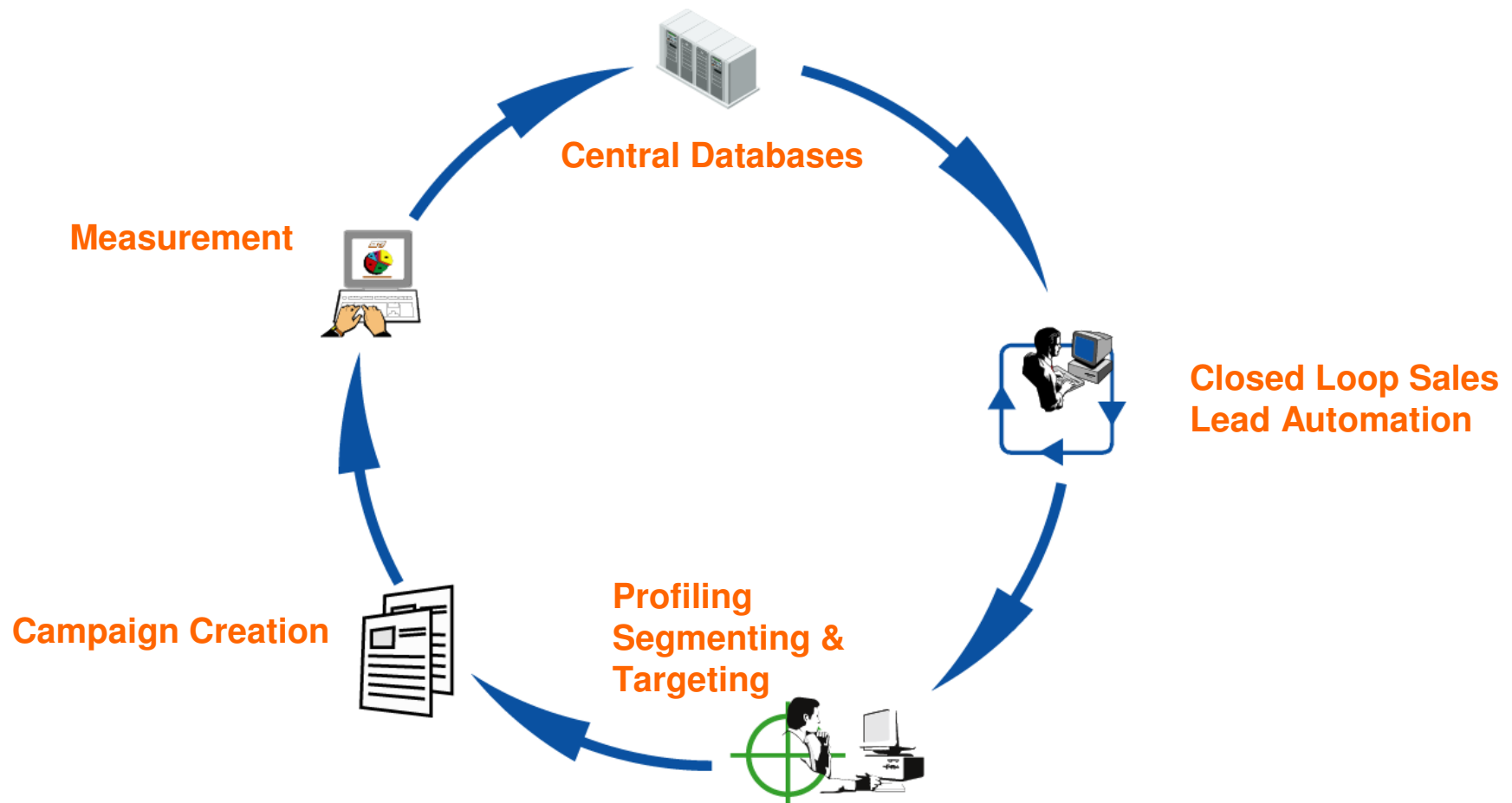


# Use a Digital Marketing System

- 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



# Apply Cross-Media Marketing

- Make a direct response offer
- Integrate with a web landing page
  - [www.yourdomain.com.au/offer](http://www.yourdomain.com.au/offer)
- Provide options for responding



# Landing Page Performance Elements

- **Friction** – work effort for respondents
  - Increases likelihood of drop-out
  - Offset with incentives to make it worthwhile
- **Motivation Level** – readiness to convert
  - Link to attributes and appropriate copy
- **Value Proposition** – ability to convert
  - Reduce anxiety with credibility indicators
  - Awards won, testimonials, certifications, privacy policies, longevity statements....





# Implement Relationship Marketing

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



# 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



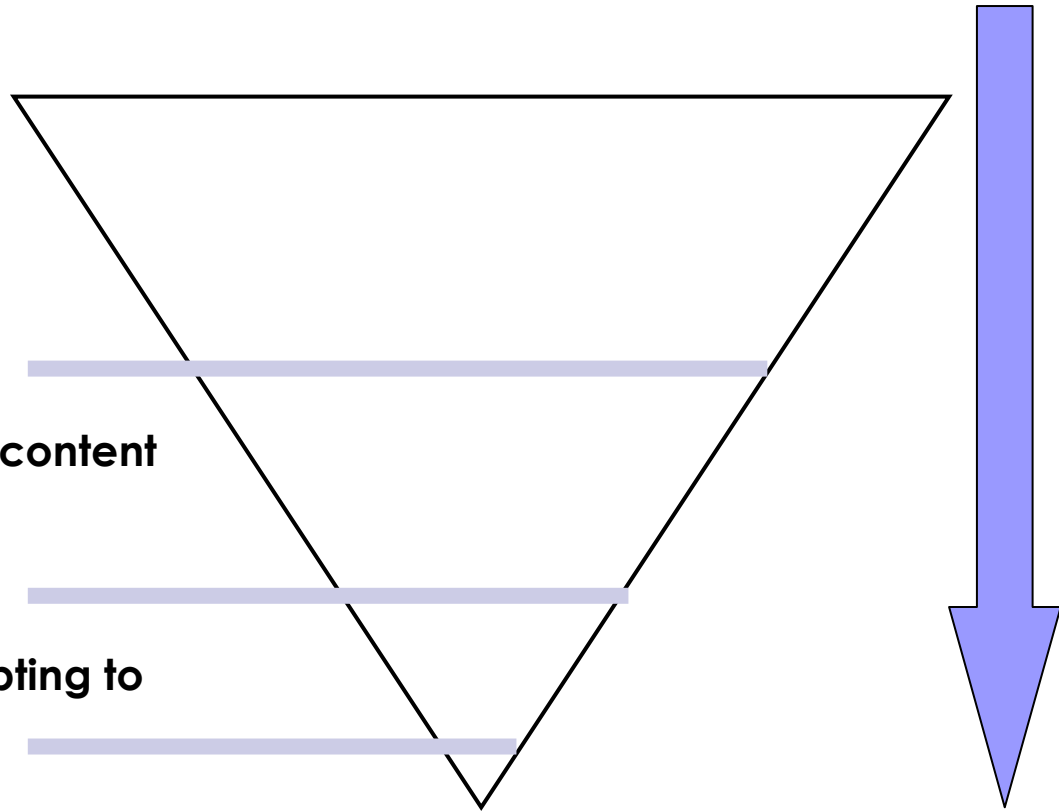
## Provide 'Call to Actions'

- At least 3x times (top, middle & bottom)
- Partner your key 'call to action'
  - >>Buy Now<< with >>More Information<<
  - >>Book Now<< with >>Agenda Details<<
- Use Specially Designed Image Buttons



# 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**





# Marketing Message Analysis

<b>Attribute</b>	<b>Short Copy Performs Better</b>	<b>Long Copy Performs Better</b>
<b>Cost</b>	Low / None	High
<b>Perceived Risk &gt; Anxiety</b>	Low / None	High
<b>Commitment Level</b>	Low / Short	High / Long
<b>Motivation Type</b>	Emotional / Impulse / “Want”	Rational / Analytical / “Need”



# 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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