

IS YOUR WEBSITE YOUR TOP SALESPERSON?

SETTING AND ACHIEVING SMALL BUSINESS OBJECTIVES
WITH ONLINE MARKETING



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Before we discuss
online marketing...



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Marketing and Small Businesses

- The Marketing Principle – Identify and satisfy needs
- “People don’t want to buy a quarter-inch drill. They want a quarter-inch hole!” – Theodore Levitt
- Businesses don’t want marketing or advertising, they want increased sales, higher volume, better margins, etc.



Small Business Don't Have the Luxury of Swinging and Missing (Frequently)

- Larger companies may have marketing or communications objectives that are inconsistent with small business realities

“If you're a big company with enormous resources, you can often violate the laws [of marketing] and get away with it.” – Al Ries

- Small businesses typically don't have the same guess-and-check insurance policy
 - Each marketing dollar spent by small businesses must count



Marketing and Sales

- Personal selling is a component of the marketing mix (Promotion)
- Marketing on the front-end will impact the sales process on the back-end (and, ideally, vice-versa)
- Efforts should be integrated and synchronized to achieve maximum success



The Relative Market Share Model Has Failed Us

- Having a big piece of the market pie is not enough for businesses to maximize profit, especially small businesses
- Newer models focus on the relationship between investment and return
- Return on Investment (ROI) is at the center of what small businesses need to remain profitable and healthy

Generally, Branding Efforts Just Aren't There Yet

- Customer-Based Brand Equity Model (Keller)
 - More loyal customers
 - Better margins
 - Higher sales
- Unfortunately, many agencies have used branding efforts as a refuge from accountability
 - Examples of Objectives: increase awareness or modify attitudes
 - To what end?



That being said...



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Online, You're Striving for Measurable Results

- Set S.M.A.R.T. objectives
- Rapidly changing media and technology has created a tactic-centric approach
- Don't rush in
 - Objective(s)
 - Strategy
 - Tactics
- Plan, Test, Measure, Optimize...Repeat

Credibility is Even More Important Online than with Brick & Mortars

- FUD Barriers – INVESP Consulting
 - Fears
 - Uncertainties
 - Doubts
- Identify obstacles to the visitor committing the desired action and remove them
- Relieve and persuade

Your Website's Success or Failure Is Tied to Outside Factors



Conversions: Establishing Target Costs

- Cost Per Conversion
 - $\text{Total Advertising Cost} / \text{Number of Conversions}$
- Set a Target Cost Per Conversion along with volume goals
- For e-commerce, assess the target at the product level
- It is also possible to set targets for service-based offerings
 - Value of potential client
 - Sales metrics such as closing rate



PPC: Find the “Sweet Spots” and Capitalize on Them

- Geo-Targeting and Geo-Modifiers
 - “Location Targeting” - Target regions that are profitable and exclude regions when appropriate
- Dayparting
 - “Ad Scheduling” – Find most successful time segments and capitalize on them
 - Hour/Day/Week/Month
- Strategic Keyword Selection and Exclusion
 - Long Tail keyword phrases
 - Negative Match – Negative keyword. Ads will not show for searches that contain this word.

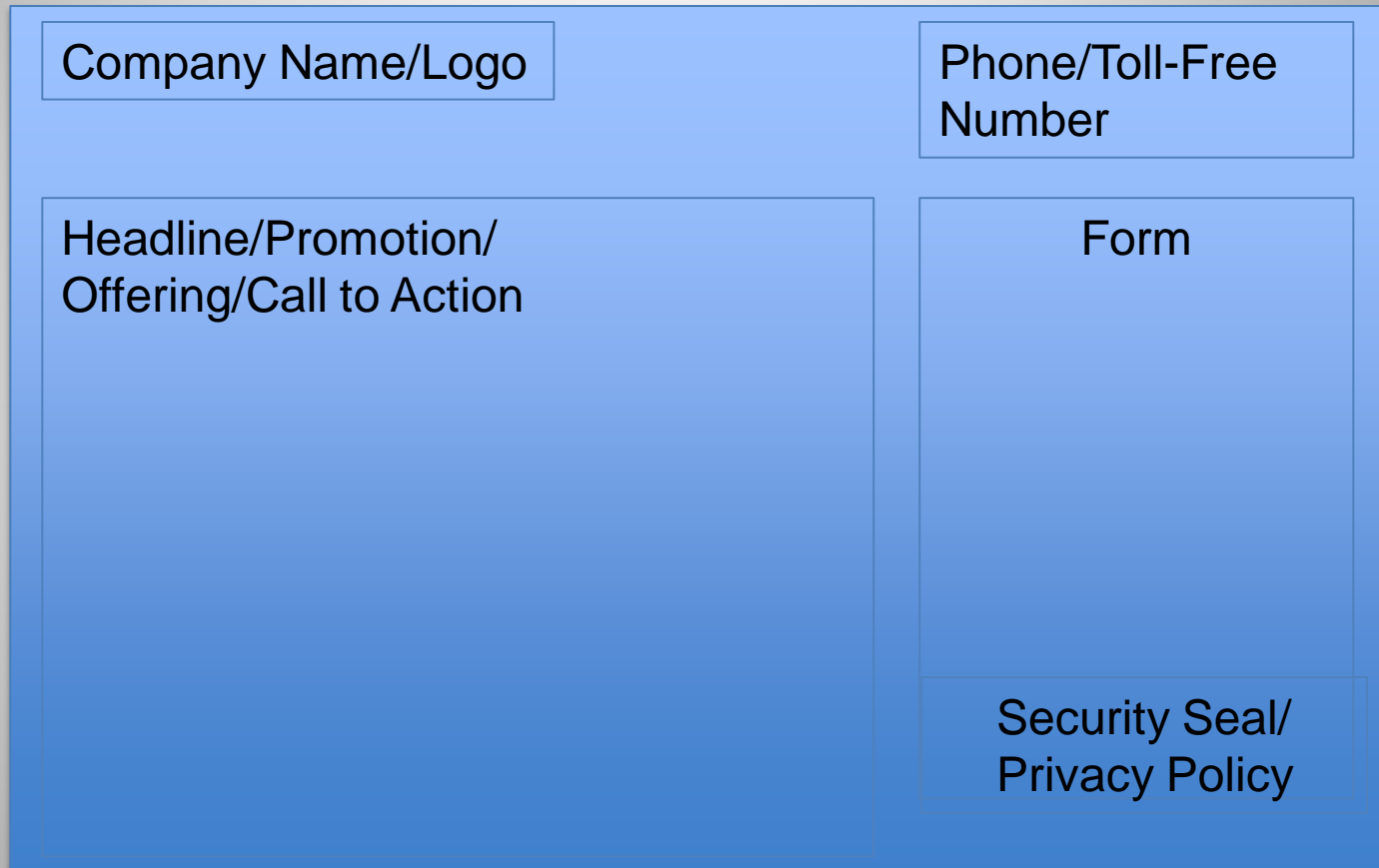
Relevance and Your Search Engine Presence

- On-Page Optimization
 - At the page, not site level – unique for each page
 - Optimize each page for one to two primary keyword phrases
 - Title Tag
 - Meta Description and Meta Keywords
 - Heading Tags
 - Keyword density/prominence/proximity
- Generating Quality, Relevant Backlinks
 - Inbound links from quality, relevant sites
 - Preferably with theme/target keywords in anchor text
 - Integrate with other marketing and content efforts, such as public relations and online press releases

Landing Pages

- Traffic is sent to specific website page to prompt a certain action or result
- Focus on the desired result - exclude components that may distract or create detour
- Trust and persuasion are key

Landing Page: Above-the-Fold Example



Above
the Fold

Landing Page Tips

- Be cautious of navigation elements – the focus is getting the visitor to convert
- Use prominent headline, promotion, and call to action
 - Time-constrained promotions can boost conversion
- Multiple response channels
 - Limit information request to what is necessary
 - Limit number of form fields
- Place valuable and persuasive components above the fold
- Include a physical address and privacy policy
- Use security seals, memberships, professional accreditations to relieve fears and facilitate response (VeriSign, BBB, etc.)

In the End, Your Website Should Support Business Objectives

- Know what you are trying to achieve - focus your efforts accordingly
- Be vigilant about keeping your marketing effective *and* cost-effective
- Pursue a strong ROI and sustainable profit



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