



# The Untapped Superhighway of Business

Business 2007 and Beyond



An Australian Government Initiative

**AusIndustry**

Small Business Field Officer

# July 2006 Sensis e-Business Report



## ■ B2B Statistics

- 91% information on products & services
- 80% utilise online directories
- 60% purchase online
- 66% process payments online
- 48% small businesses online
- 81% medium businesses online



# July 2006 Sensis e-Business Report



## ■ B2C Statistics

- 95%+ of ages 19 to 49 use the Internet
- 85% of 50-64
- 54% of 65 and over
- 57% have purchased online
- 63% have booked online
- 64% have processed payments online



# Agenda



- We will provide **Answers** for the following:
  - How can your Web Presence become More Effective?
  - How can you Build Traffic to your Web Presence?
  - How can you Maximise Conversion of your Web Visitors?





# How can your Web Presence become More Effective?



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# What is Your Internet Marketing Objective?



- Inform and provide content
- Generation of sales leads
- Online sales
- Subscription
- Advertise
- Customer support



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# Web Presence



- Web Presence versus a Web Site
  - Direct Response Marketing
    - **AIDA** (Attract, Interest, Desire, Action)
    - Offers & Call to Actions
  - Contributes to the Business
    - Lead Generation
    - Online Sales
    - Both
  - Measure & Track Results
    - Analyse, Adjust & Fine-Tune



# Ask 3 Critical Questions



For every web page that a visitor will see:

1. What action needs to be taken?
2. Who needs to take that action?
3. How do we persuade that person to take the action we desire?

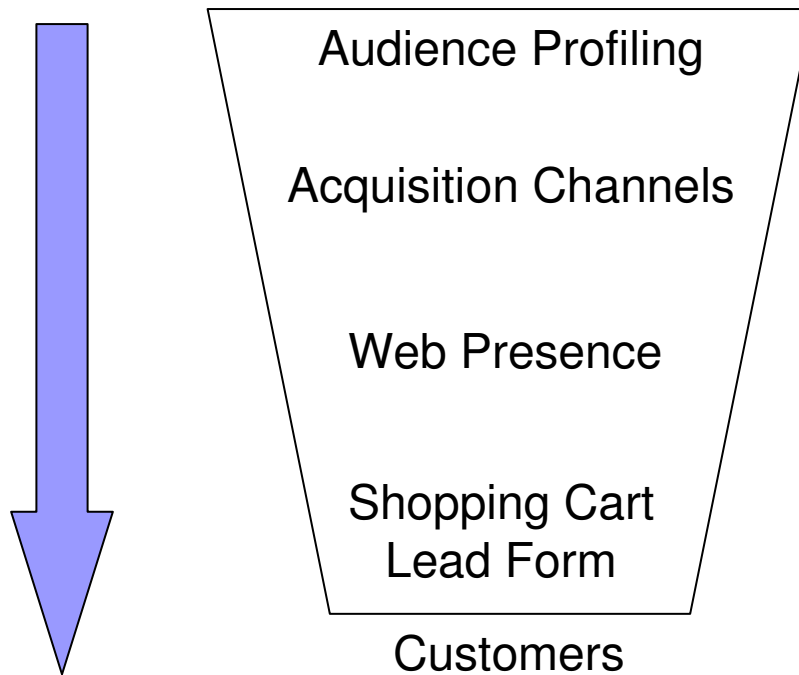


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# Understand the Prospect Funnel



# 5 Steps to Improve your Web Effectiveness



1. Measure
2. Report
3. Analyse
4. Optimise
5. Innovate



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# What do you measure?



- Metrics or KPIs (Key Performance Indicators)

- Lead Generation

- Number of leads, conversion rate, sign-ups, referrals, quotes, demonstrations, downloads...

- Online Sales or Ecommerce

- Revenue, orders, profits, conversion rate, revenue or profits per visit, average order value...



# What to report?



- Measure KPI's periodically using web statistics or analytics
- Record and track results over time and across changes
  - Track progress using trends
  - Use reports to simulate refinements and improvements over time



# Analyse Results



- Impact of web refinements on results
- Monitor trends toward your objectives
- Determine ROI (Return on Investment)
- Perform Path Analysis
- Perform Scenario Analysis



# Optimise and Test



- Identify incremental changes that work
- Combine and implement
- Test, test & test
- Optimise improvements
- Significant impact to the end result



# Innovate



- Seek new ways to improve results
  - Keep on top of developments
  - Brainstorm ideas
  - Secure feedback
- Ensure changes made can be measured
  - Test new innovations and web refinements
- Incremental progress





# How can you Build Traffic to your Web Presence?



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# A Great Web Presence



- Relevant & Compelling Content
- Information Structure
  - Navigation
  - Site map
- Design Functionality
  - Useability
  - Accessibility



# Relevant & Compelling Content



- Market awareness & customer profiling
- Monetise your content with regular updates
- Access to your target community - BLOGS
- Information feeds (i.e. news, weather)
- Discussion papers & reports
- Webinars, podcasts and audio files
- Directories
- Regulatory updates



# Information Structure



- Navigation bars (i.e. top, bottom, side)
- Ease in finding information within pages
- Search facility & no find page
- Site map linking the various pages



# Design Functionality



- Useability testing
- Accessibility (i.e. 3-clicks rule)
- Internal content linking
- Headings, subheadings
- Above the fold – ‘prime real estate’
- Implement Cascading Style Sheets



# Beyond the Internet



- Drive targeted traffic to your web presence
  - Build a marketing engine
- Integrated multi-media approach
  - Traditional & digital mediums
  - Direct & mass media communications
- Search engine optimisation & marketing
  - SEO & SEM



# Integrated Multi-media Approach



- Implement direct response marketing offers & call to actions, using:
  - Promotional emails & e-newsletters
  - Print materials & brochures
  - Direct marketing
  - Mass media advertisement
- Offer fulfilment using web presence



# Search Engine Optimisation (SEO)



- Get a basic understanding of SEO
- Secure SEO analysis ranking report
- Keyword & market research
  - Long tail
- Meta Tags: page title & description
- Navigation structure
- Content relevance
  - Keyword density
  - Link friendly formatting
- External link development & popularity



# Things to Avoid



- Manipulation & Search Engine SPAM
  - Keyword stuffing
  - Unrelated keywords
  - Duplicate content
  - ...etc.
- Optimising web pages for search engines rather than visitors
- Broken and dead-end pages
- Consultants that guarantee rankings

# Search Engine Marketing (SEM)



- Target ideal positions
- Select right keywords
- Refine keyword bids
- Use keyword matching options
- Optimise ad copy
- Leverage contextual campaigns
- Monitor against click fraud





# How can you Maximise Conversion of your Web Visitors?

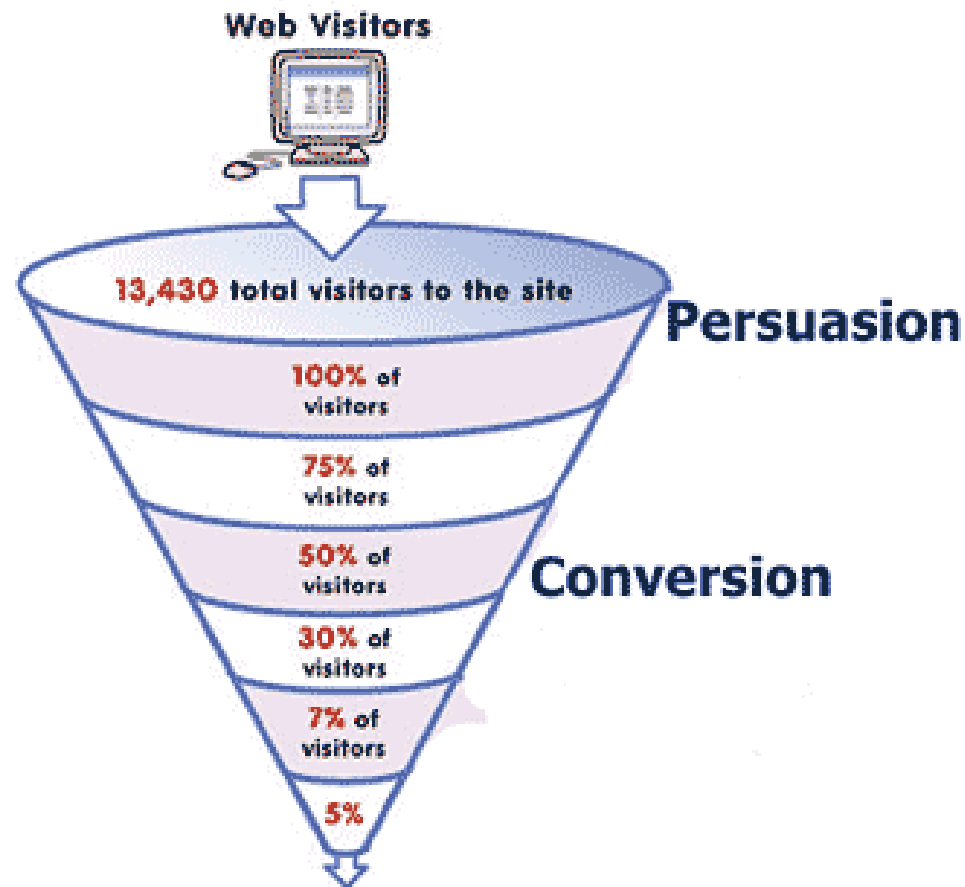


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# Persuasion Conversion Scenarios



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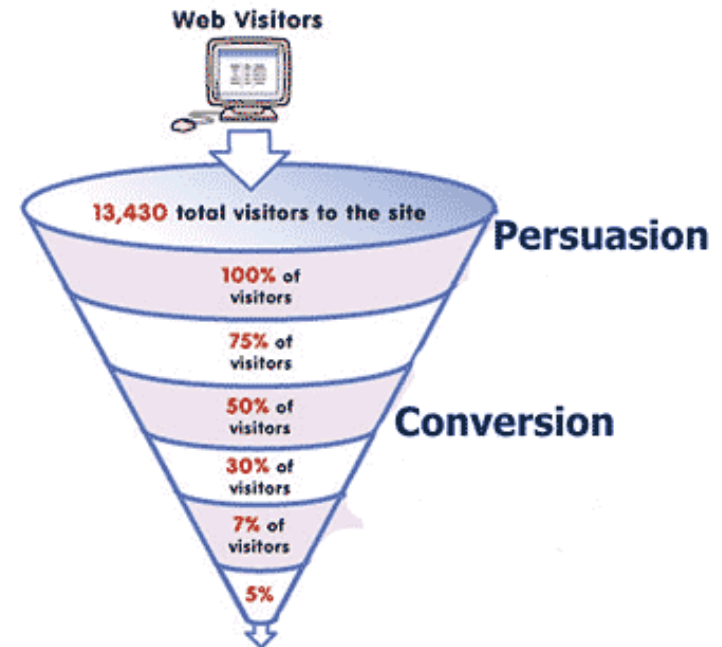
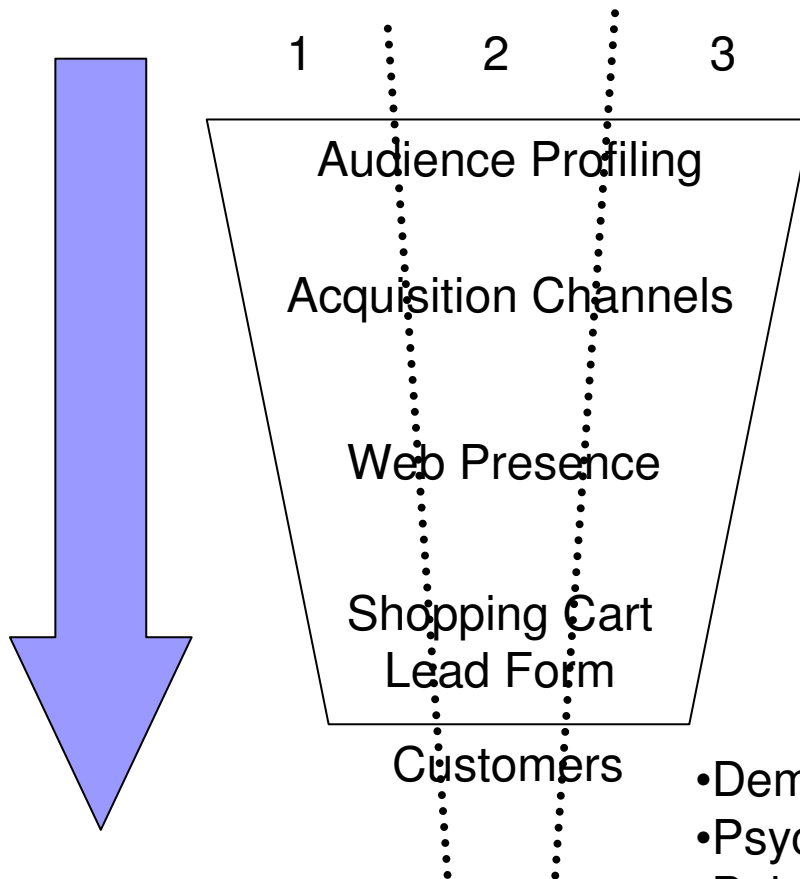
# Design your Persuasion Conversion Scenarios



- Define **personas** from customer profiles
- Build & drive traffic to your **funnel points**
  - Landing pages
- Provide information to satisfy the buying process – **resolution points**
- Set **way points** using options or call to actions
- Facilitate the process with **conversion beacons**
- Make the **conversion point** simple and reassuring



# Develop the Scenario for each Persona or Profile



- Demographics
- Psychographics
- Behaviour Data

# Scenario Refinement Engagement Funnel



- Identify conversion KPI's for each scenario
- Use 40/40/20 rule for target personas
- Organise & optimise site structure
- Develop compelling messages & content
- Place effective call to actions
- Enhance shopping cart & lead capture process
- Test, measure & refine



# Stronger Call to Actions



- Define the action – why use “Click Here”
- Use 3D features with strong visibility
- Allow the visitor to take action when ready
- Location, location, location
- Improve your image linking performance
- Reward with incentives



# Effective Landing Pages



- Use persuasion conversion scenario designs
- Look & feel is consistent with driving source
- Entry to the web acting as a funnel point
- Offer resolution information & compelling content
- Match with appropriate ‘Call to Actions’
- Clear path to conversion with minimal distraction



# Increase your Web Store's Online Sales



- Integrate shopping cart with web presence
- Stage the check-out process
- Build up-sell, cross-sell, add-on and package offer opportunities
- Provide incentives for referrals
- Offer affiliate programs
- Ship products with discount coupons & promotional items
- Stay in touch – send a thank you message and offer value
- Sell gift certificates or vouchers



# Fine Tune your Sign-up Page



- Keep form simple & brief
- Clearly mark required fields
- Use dark border around sign-up forms
- Briefly state sign-up & privacy policies
- Reiterate benefits & expectations
- Allow the visitor to 'Forward to a Friend'
- Use friendly & helpful error correction messages
- Provide a clean & simple 'Unsubscribe' process
- Welcome, reward & lead back to web presence



# What are you going to do now?



- With the **Answers** for the following:
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