



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



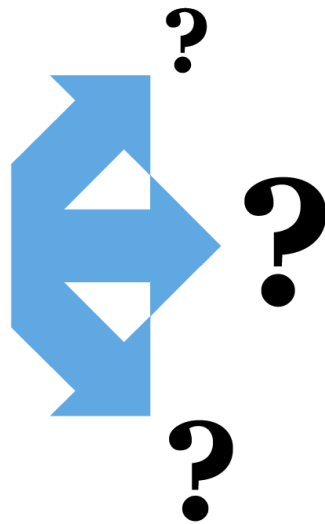
Web Sites are Dead



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

The screenshot shows the homepage of the SlimBody4Life website. At the top, there is a navigation bar with links for 'home', 'contact us', and 'find a course'. Below this is a main menu with links for 'about us', 'the program', 'the method', 'eating plan', 'food & recipes', 'success stories', 'online club', and 'online store'. The main content area features a large banner with a red 'NEW!' tag and the headline 'The Secret to a Slim Body For Life'. The banner text reads: 'It's time to learn the secret to a healthier, slimmer and more energetic existence'. To the right of the banner is a photo of two smiling women. Below the banner is a 'Learn More...' link. The page is divided into several columns of content. The left column has two sections: 'The SlimBody4Life Secret' with a photo of women exercising and a 'Learn More' link, and 'SlimBody4Life Courses' with a photo of two women and a description. The middle column has a 'Success Story' section featuring a photo of a woman and a quote from Didier, CEO of SlimBody4Life, with links to 'Read the full story' and 'More success stories'. The right column has three sections: 'Former World Iron Woman Champion and mother Samantha O'Brien' with a photo and a quote, a 'Refer a Friend' section with a photo and a 'Click Here!' link, and a 'Free Email Newsletter' section with a photo of a newsletter and a 'Go Now!' link. At the bottom right, there is a 'Press Room' section with a photo of a man.



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
Buy online, get \$50 cash off

Online Price

AU\$949*

Price inc. \$50 Cash Off

By Delivery only, standard fee \$99

Offer ends 03/08/06

E-Value Code: N540702



GREAT FOR

- Cost conscious customers with essential computing needs
- Home/Business users looking for a notebook with robust features and wide-

Entry Entertainment PC

DELL™ Dimension™ 3100 Desktop
Multimedia and entertainment capability at an attractive price



AU\$899*

By Delivery only, standard fee \$99

Offer ends 03/08/06

E-Value Code: N240715



GREAT FOR

- People who want basic entertainment options and the ability to customize their product at an attractive price.
- With mainstream performance and an ability to expand to meet tomorrow's



**GET UP TO
\$400 CASH OFF**

When you buy Dell
selected LCD monitors.

Offer ends 03/08/06

[More Details](#)

Software and Peripherals

Dell 1907FP 19" UltraSharp LCD Monitor



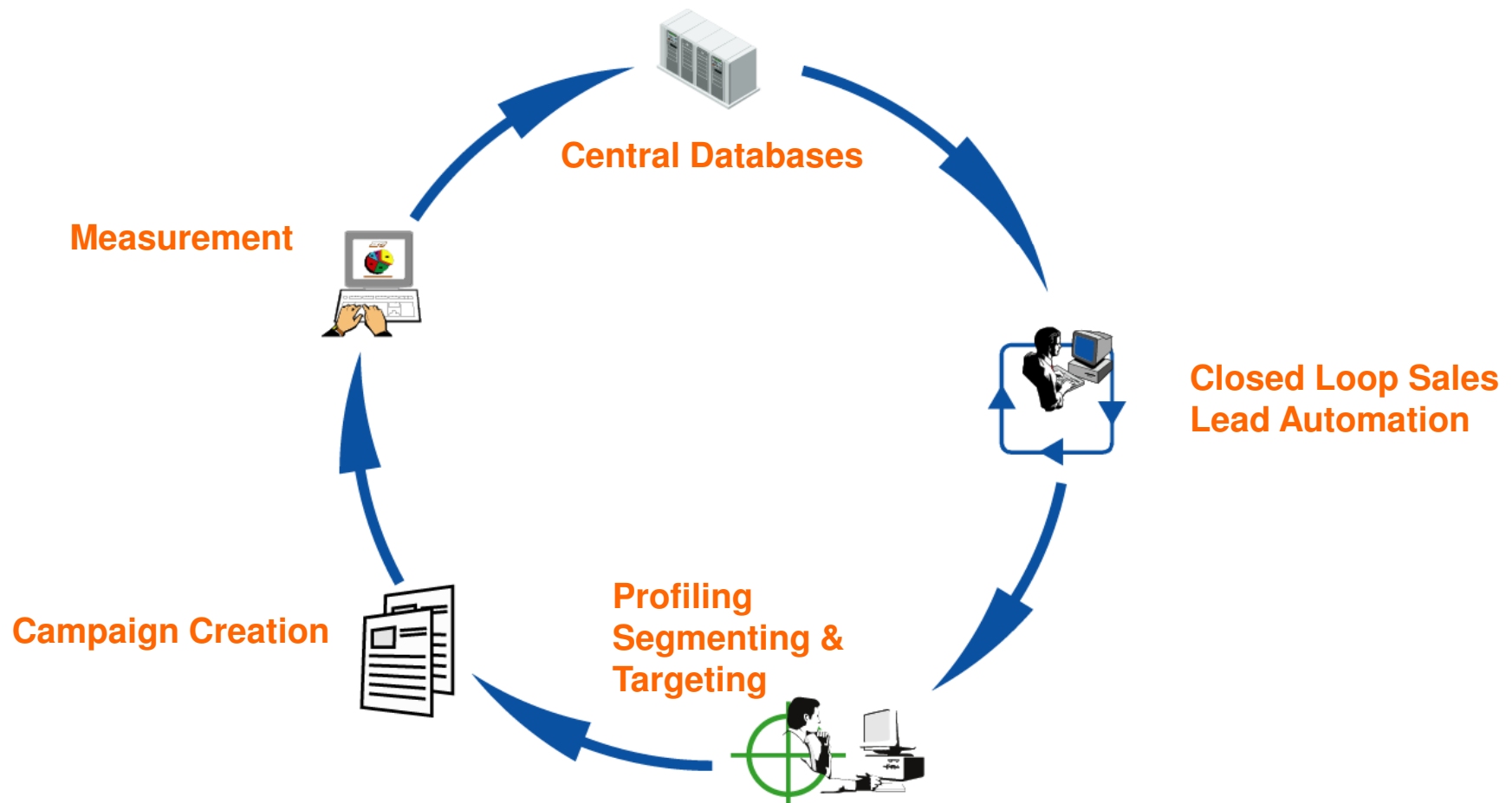


Use a Digital Marketing System

- 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

LEARNING CENTER | COMMUNITY | MY GENEALOGY.COM | SEARCH | SHOP | LOGIN | CART | HELP

About us

- [About Genealogy.com](#)
- [Products and Web Sites](#)
- [Press Room](#)
- [How to Reach Us](#)
- [Business Opportunities](#)
- [Affiliate Program](#)
- [PRIVACY STATEMENT](#)
- [Copyright Information](#)
- [Fraud Prevention](#)



Family Finder

First Name:

Middle:

Last:

Still living

- [Program Terms](#)
- [Commissions](#)
- [Genealogy.com Affiliate Program FAQ](#)
- [Contact Info](#)

Genealogy.com Affiliate Program

Become a Genealogy.com Affiliate, Earn up to 30% Commissions!

Genealogy is Big Business

With over 80 million Americans actively involved in tracing their family tree genealogy is a large market that is growing quickly. Already the 2nd largest hobby in the U.S., genealogy continues to grow rapidly, fueled by the large number of Baby Boomers entering their 40's and 50's. As a Genealogy.com affiliate, you have a unique opportunity to tap into this affluent market.

Earn at least 10% on Every Sale

Simply add links to your web site, email and/or newsletters and Genealogy.com will pay you a 10% commission for every sale you help generate. The more revenue you generate, the more commissions you earn from Genealogy.com! [Click here](#) to review our great commission structure. Our top-selling products include Family Tree Maker, the #1-selling family tree software, and Genealogy Library, the fastest-growing online genealogy subscription. These products average over \$60 in price, meaning you'll receive an average of over \$6 per sale.

Third Party Reporting and Payments

BeFree, the leading Affiliate Solutions Provider in the industry, administers our affiliate program. As a result, you will have access to daily statistics showing your referrals and commissions. You will receive a check each month your commissions total more than \$10. [Click here to join now!](#)

Join Today — It's Easy



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



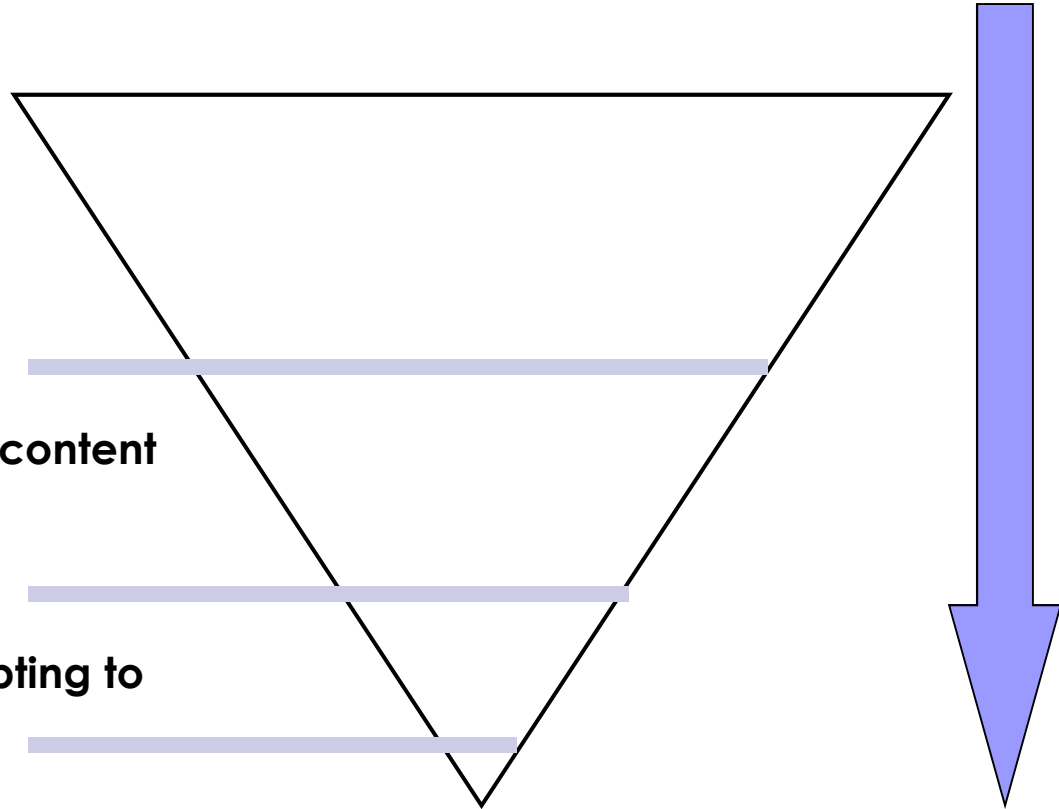
Define Persuasion Scenarios

- 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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Presentation Copy Request

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 - *www.pnzmarketing.com.au*
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