



# WINNING THE WEBSITE WAR

## 4 Steps to Mastering Digital Marketing

An Executive's Guide

Presented By: Thomas Young  
[www.IntuitiveWebsites.com](http://www.IntuitiveWebsites.com)

**Intuitive**  
websites

# The Facts



## FACT 1

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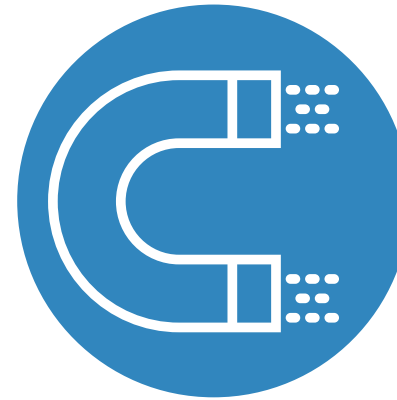
Companies with growing website and social media traffic are more likely to beat revenue goals.



## FACT 2

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Companies tracking digital marketing KPIs are growing faster than those who don't.



## FACT 3

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85% of companies use inbound marketing, 50% do it well.



## FACT 4

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The right digital strategy and content resources are keys to results.



# The Program Results

- Increase leads and sales from digital marketing.
- Implement Intuitive Websites' Four-Step Process.
- The Four Laws of Inbound Marketing
- Build a team of digital marketing experts.
- How does your digital marketing measure up?
- Develop an action plan to retain and add customers.






# WHAT BUSINESS LEADERS WANT

## Presentation Questions and Goals

- What are the things to spend money on?
- What will work for my website?
- SEO (high search engine placement)
- The blog is too much work, how to automate it
- Generate qualified leads
- How to run A/B testing on a landing page?
- How to deploy the work?
- It feels overwhelming to me, how is it managed?
- How much will it cost & what value can I expect?
- How many hours per week are needed?
- What is the time frame for results?
- What are the best metrics to measure ROI?
- What are the best tools?



A grayscale background image showing a hand pointing at a map pinned to a wall. Several other papers and maps are also pinned to the wall, some with pushpins. The map being pointed at shows various locations and roads, with labels like 'Quilicura', 'Conchalí', 'Quinta Normal', 'Pudahuel', 'Santiago', 'Maipo', 'Terrillos', 'San Miguel', 'San Ramón', 'La Pintana', 'Punta Alto', 'San Bernardo', and 'Calle de Tango'.

**“IF YOU CAN’T  
DESCRIBE WHAT  
YOU ARE DOING AS  
A PROCESS, YOU  
DON’T KNOW WHAT  
YOU’RE DOING.”**

**- W. Edwards Deming**

# Intuitive Websites' Four Step Process





1

# STRATEGY

Translate what you do well.





# THE BUSINESS LEADER'S ACTION PLAN

- Learn the basics of digital marketing
- Write a digital marketing plan with targets
- Develop a digital marketing team
- Review your digital stats in regular meetings
- Understand Google (Keywords and AdWords)

# Strategic Questions

- How does the website & digital brand the business?
- How much revenue comes directly & indirectly from digital?
- What is the ROI from digital marketing?
- Where are you missing opportunities?

## Step One

# Digital Common Sense

- Strategic translation
- Competitive analysis
- Simple and clear content
- Excellent digital resources
- Trackable conversion process
- Target market feedback





2

# STRATEGIC COMMUNICATION

Communicate Your Digital Strategy

A collage of grayscale images related to office work, including hands typing on a laptop, a desk with a pen and paper, a line graph, a calculator, and a person's arm. A large white number '5' is overlaid on the left side of the slide.

# FIVE ELEMENTS

1. Graphic Design
2. Development Technologies
3. Messaging and Content
4. Usability
5. Audio Visuals



## Step Two

# What Users Want

- To solve a problem
- Enhance their lives and convenience
- Product and service information
- How to contact the company
- Business locations
- Delivery and shipping information
- Search and research





## Step Two

# What Users Do

- Instant impression of your company
- Start in the upper left hand corner
- Look at photos, especially people
- Ignore ads, clutter and marketing content
- Quickly move to website navigation
- Scan content quickly and miss key areas
- Most leave websites quickly

# Value From Digital Content

- Is it clear what the company does?
- Does the content use clear branding taglines?
- Is the content “scannable” and does it add value?
- How does the content drive conversions?
- Is content optimized for the search engines?
- Is the content user-centered?



# INBOUND MARKETING

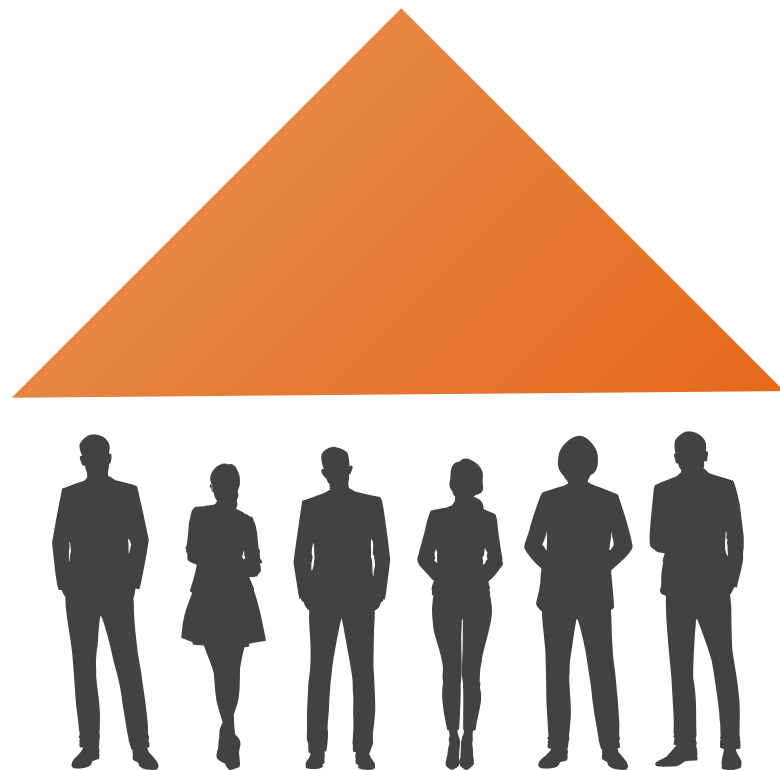
Attract Qualified Prospects to Your Brand



# Inbound Marketing

## The New Laws of Marketing

One Audience of Many



Infinite Audience of One



HubSpot

# The Four Laws of Inbound Marketing





A background image showing two women looking at their smartphones, overlaid with a semi-transparent orange filter. The woman on the left is holding a smartphone, and the woman on the right is also holding a smartphone and looking at it.

# Law 1

Customers Research and Find You

# Help Customers Find You

## Data From Google

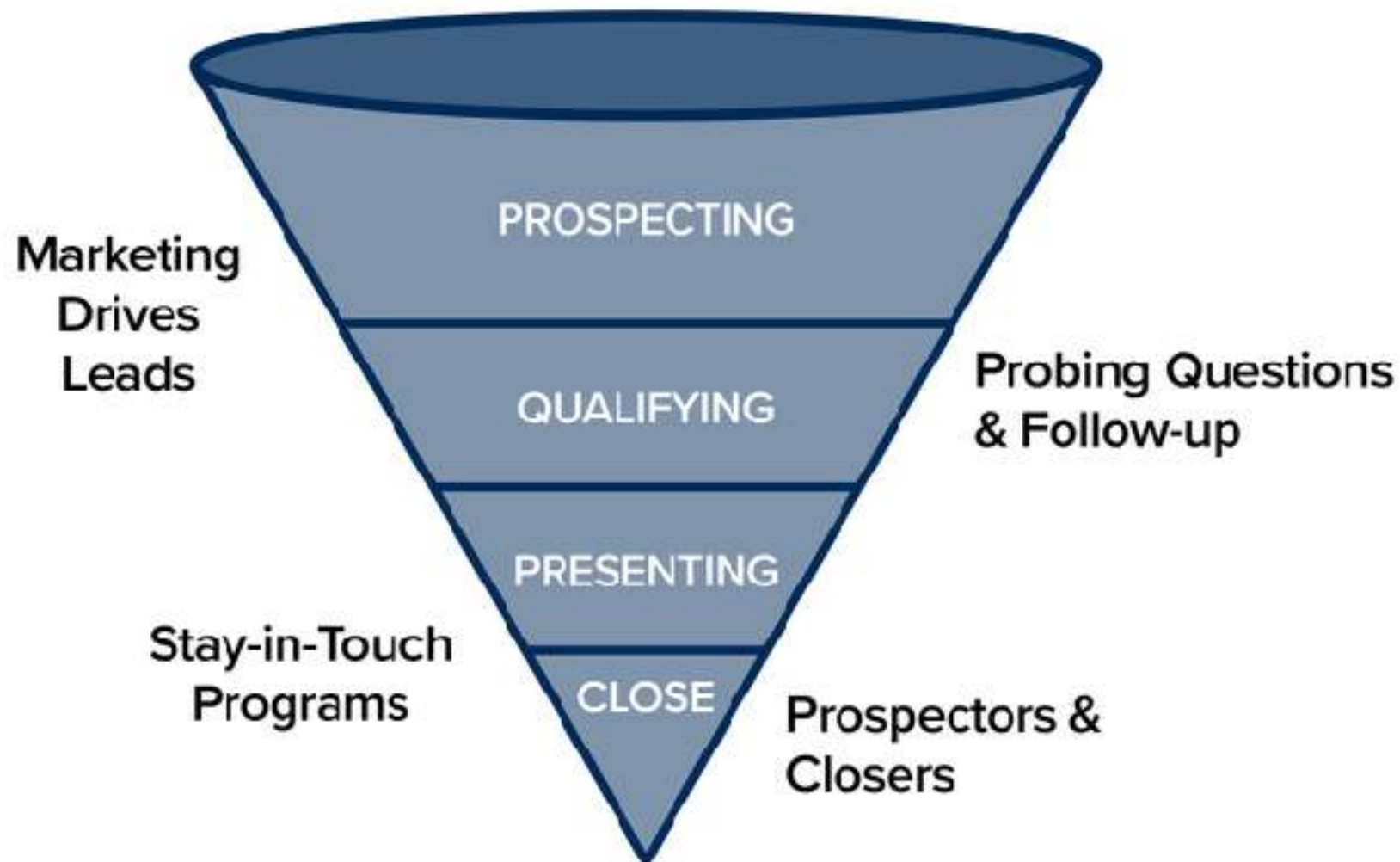
- B2C - 80% of consumers research before buying
- Four out of five use multiple devices
- B2B - 57% of buyers research before contacting
- Mobile is used by more than 50%
- The Goal: Get found in their research!

Think with Google



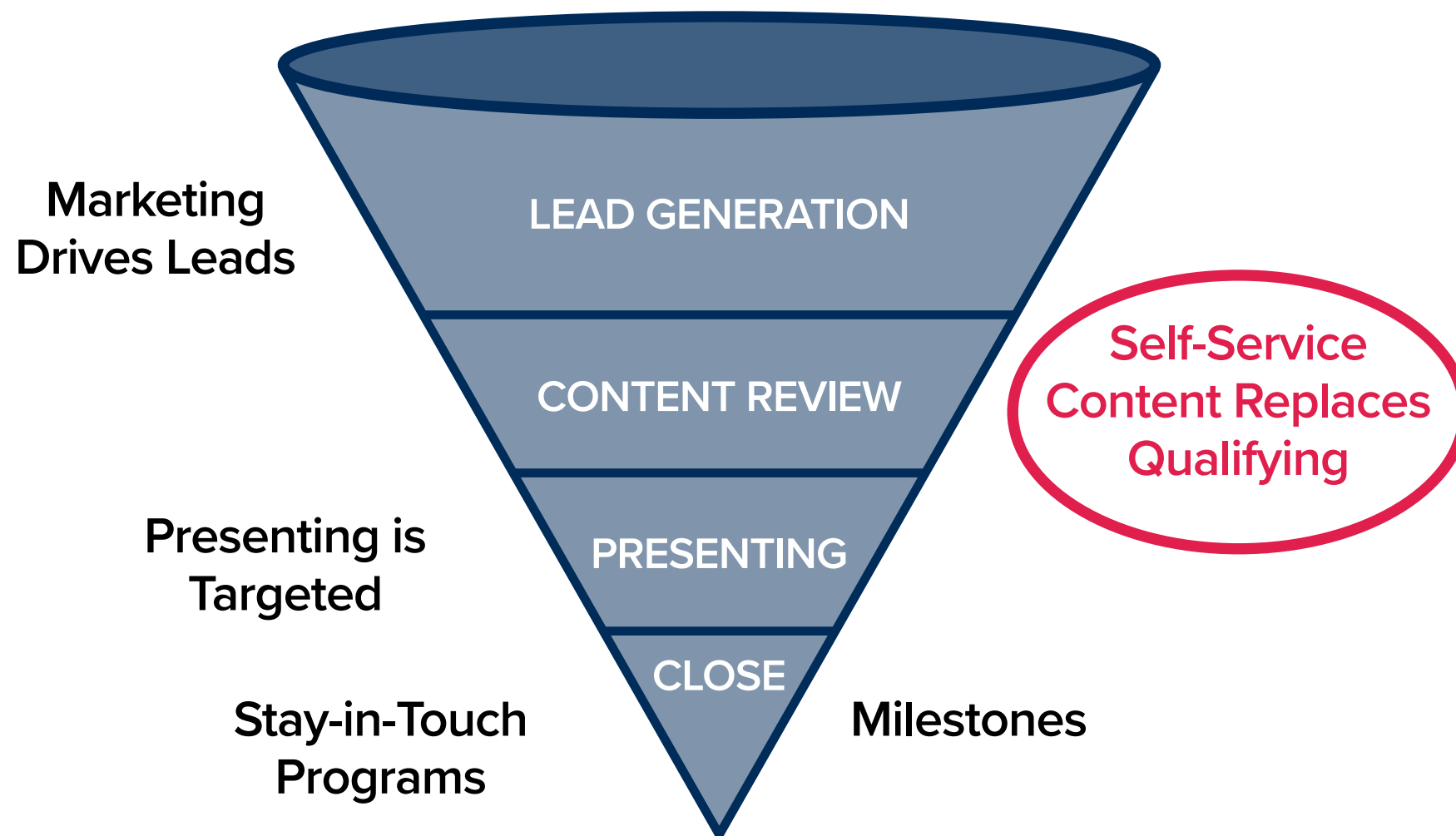
# Marketing & Sales Funnel

## The Old Funnel



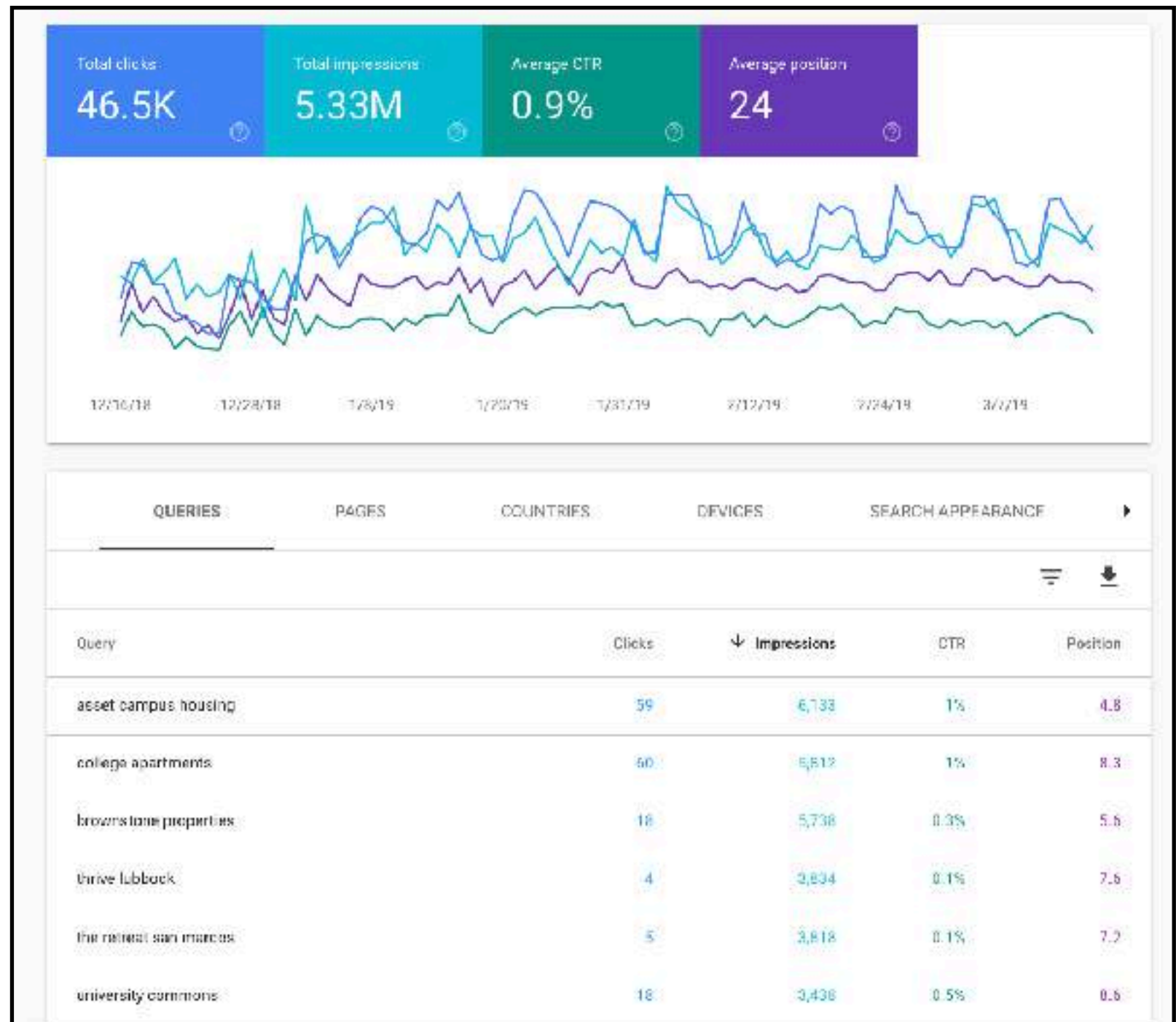
# Marketing & Sales Funnel

## The New Funnel



# Help Customers Find You

## The Google Search Console





# Law 2

## Build a Loyal Following



# Understand the New Prospect

- Really busy and inundated with noise
- A part of a self-service world
- Believe what they want to believe
- Impatient and want convenience
- Use digital content for value, not to be sold
- Scan and will read on portable screens

# Understand the New Prospect

- Want quick, concrete, relevant and timely advice
- Most read, some want to comment or ask a question
- Look for organized digital content standards
- People are more important than brands to build trust
- Want to trust and are skeptical of what they don't know
- Can see through the sizzle and want transparency



# How & Why Content is Shared

1. Social Currency - How does this make me look?
2. Triggers - Top of mind comparisons.
3. Emotion - Excitement, awe and anger.
4. Public - Who uses it and is it visible?
5. Practical Value - Useful, helpful and necessary.

Contagious: Why Things Catch On (Jonah Berger)



# How & Why Content is Shared

1. Simple - The core of an idea.
2. Unexpected - Grab attention with surprise.
3. Concrete - Easy to remember and relatable.
4. Credible - Make the idea believable.
5. Emotional - Used to see the importance.

Made to Stick (Chip and Dan Heath)



# Digital Marketing Funnel

- Website Visit
- Social Media Interaction
- Email Newsletter Subscribe
- eBook or Gated Content
- Webinar, Seminar or Event Registration
- Web Form Submission
- Call with Salesperson

# Build a Loyal Following

Key Resources: MailChimp and CRM



- More than just an email tool
- Create Unique Campaigns
  - Connect Your Favorite Tools
  - Automate Your Emails
  - Optimize All Your Efforts

# Funnel Reports

## Contact Lifecycle Stage (All time) ⓘ

Date range: From 1/1/2018 to 6/10/2019

● Count of Contacts







# Law 3

## The Power of Simplicity



# The Google Homepage



# The Rules of Simplicity

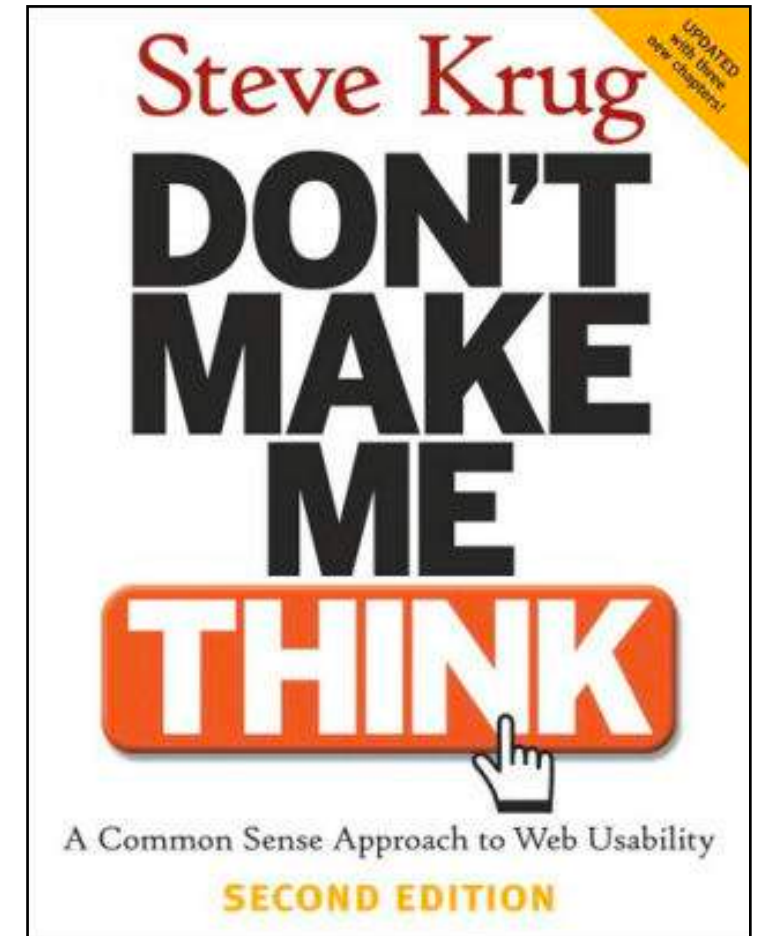
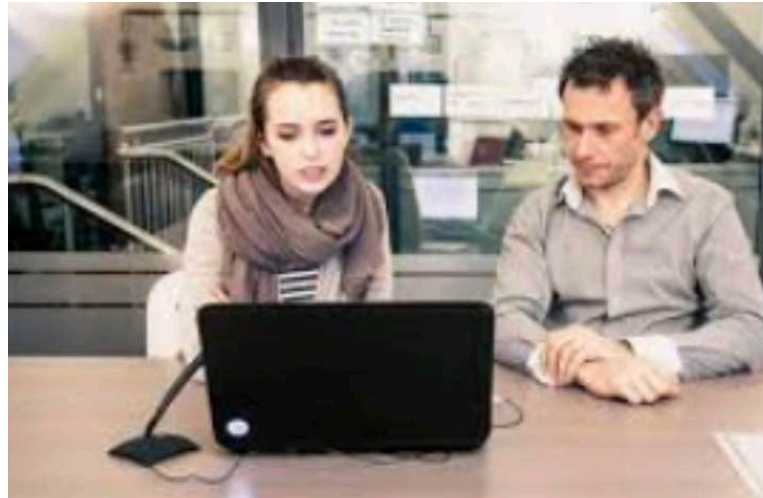
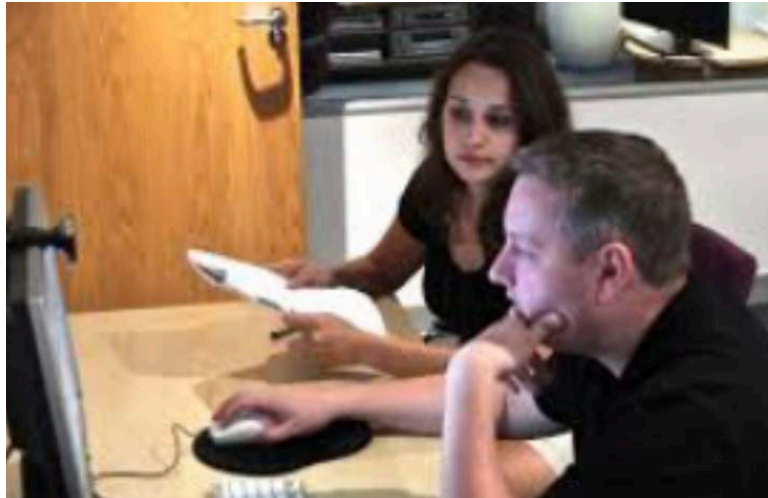
1. Simplicity takes strategy and courage
2. Simplicity takes direction from the marketplace
3. Excellent and direct communication is key
4. Use no more than three key messages
5. Follow the 10-out-of-10 rule
6. Simplicity drives conversions and sales



# HOMEPAGE TAGLINE

- Use concrete words
- Focus on the benefit and the pain
- Make it part of you homepage design
- Under 12 words is best
- Meet the 10-out-of-10 rule

# Key Resource: User Testing



Don't Make Me Think - Steve Krug



A man with a beard and glasses, wearing a suit, is seated at a desk. He is looking down at a smartphone he is holding with both hands. On the desk to his right is a glass mug containing a beverage. The background is a blurred office setting with bookshelves. The entire image has a blue color overlay.

# Law 4

Content Must Be Mobile Ready

# Users Want it Now

from How mobile is reshaping the B2B landscape for growth



**Mobile** drives, or influences, an average of **over 40% of revenue** in leading B2B organizations.

Source: "Mobile Marketing and the New B2B Buyer," The Boston Consulting Group in partnership with Google, Oct. 2017

think with **Google**

[thinkwithgoogle.com](http://thinkwithgoogle.com)

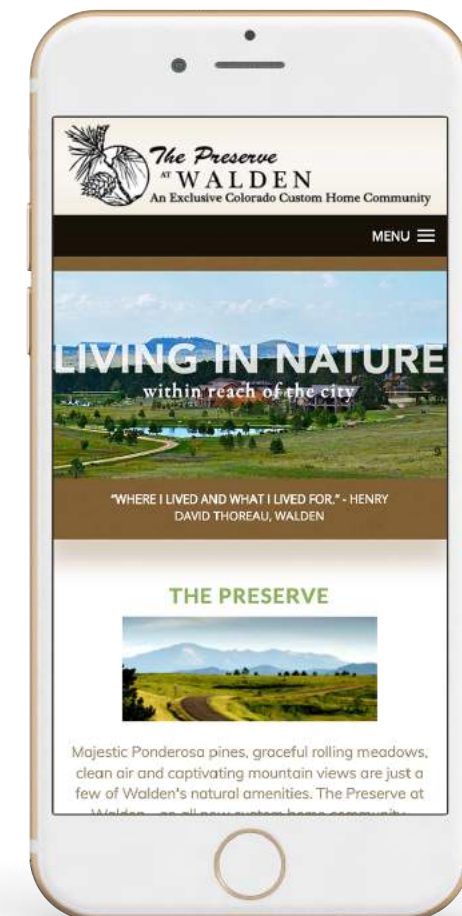


# Users Want it Now

- Continued increase in usage in 2020
- Customers will research and find you via mobile
- Have a mobile responsive designed website
- Have a strategy for mobile marketing
- Google results now impacted by mobile content
- Mobile ready content is direct and to the point
- Conversion strategies must adapt to mobile
- Pages must load fast or people leave
- Voice search is growing



# Responsive Design





# Envato WordPress Themes

The screenshot displays the Envato Market website interface. At the top, the 'envatomarket' logo is on the left, and navigation links for 'Forums', 'Start Selling', 'Our Products', and 'Sign In' are on the right. Below this, a secondary navigation bar includes 'Web Themes & Templates' (which is highlighted), 'Code', 'Video', 'Audio', 'Graphics', 'Photos', and '3D Files'. A 'themeforest' badge is visible on the right side of this bar. A third navigation bar lists various categories: 'All Items', 'WordPress', 'Simple Site Builder', 'HTML', 'Marketing', 'CMS', 'eCommerce', 'Muse', 'UI Design', 'Plugins', and 'More'. The main content area features a large teal banner with the text '44,966 WordPress Themes & Website Templates From \$2' and a subtext 'WordPress themes, web templates and more. Brought to you by the largest global community of creatives.' Below the banner is a search bar containing the text 'e.g. responsive wordpress' and a magnifying glass icon. Further down, a section titled 'Discover our Featured templates of the week' includes a paragraph: 'Every week we hand-pick some of the best new website themes from our collection. These beautiful templates are making our heads turn!'. Below this text is a row of ten theme preview cards with logos: 'Bifrost', 'SOJKA', a purple circular logo with '\$39', 'SARTRE EMAIL 1.0.0', 'fo ton.', 'M. BLOGS', 'Shellu -30%', 'SPARKER', and 'Leedo.'. A green button labeled 'View More Featured Items' is positioned at the bottom of this section.

envatomarket

Forums Start Selling Our Products Sign In

Web Themes & Templates Code Video Audio Graphics Photos 3D Files

themeforest

All Items WordPress Simple Site Builder HTML Marketing CMS eCommerce Muse UI Design Plugins More

## 44,966 WordPress Themes & Website Templates From \$2

WordPress themes, web templates and more. Brought to you by the largest global community of creatives.

e.g. responsive wordpress

### Discover our Featured templates of the week

Every week we hand-pick some of the best new website themes from our collection. These beautiful templates are making our heads turn!

Bifrost SOJKA \$39 SARTRE EMAIL 1.0.0 fo ton. M. BLOGS Shellu -30% SPARKER Leedo.

View More Featured Items

# Inbound Methods

Offline Sales &  
Marketing

Search  
Engines

Email  
Newsletters

Content  
Marketing

Social Media

Influencer  
Marketing

## Step Three

# Search Engines - Google

- Website Code
  - URL, title tags and meta descriptions
  - Headers, internal links and tags
- Website Content
  - Relevant to the search
  - Current with a blog
- Links from other Websites
- Google Guidelines
  - Google Search Console
  - Mobile Friendly
- AdWords

## Step Three

# Email Marketing

- Collect names and build a great list
- Easy to find sign-up box
- Write desirable content in emails
- Once per month at minimum
- Track and measure results



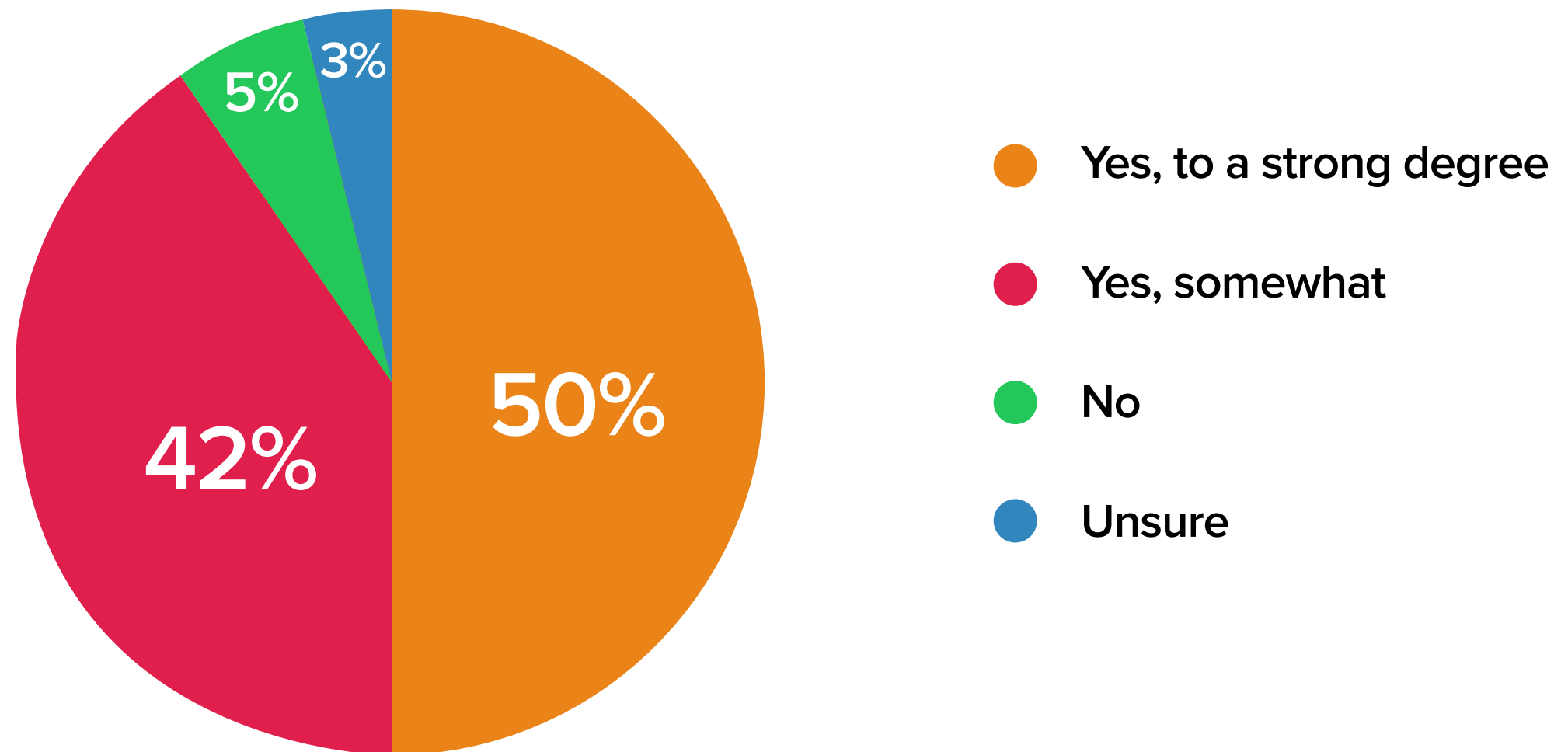
## Step Three

# Content Marketing

- Relevant content rank drives traffic
- 500-1,000 website pages is ideal
- 50 more pages is equal to 48% more traffic
- 9x more traffic when you reach 1,000 pages
- 5x more traffic for websites with blogs

Think with Google

# Content is a Business Asset



*Content Marketing Institute 2017 Content Management & Strategy Survey*

# A Case for Content Marketing

## Data on ROI and Conversions

- Three times better conversion rate than paid ads
- Costs less than outbound and generates more leads
- Half of consumers get news through digital channels
- Blogs get 126% more leads than websites without blogs
- Allows you to compete at a very high level
- Six times more likely to get lead conversions
- It lasts forever!

## Step Three

# Social Media & Content

- Social media content strategy
- Social media is story telling and visual
- Part of Content Marketing plan and schedule
- Facebook - LinkedIn - GoogleMyBusiness - YouTube - Twitter - Instagram - Pinterest
- GoogleMyBusiness drives local search results
- There is no Social Media quick fix



## Step Three

# Content Action Items

- Online publisher and thought leader
- Develop a content marketing calendar
- Cover all the SEO basics
- Coordinate email, blogs and social

## Step Three

# Influencer Marketing

- Research Influencers
- Build a database and add to CRM
- Train the sales team to identify benefits
- Build relationships
- Prepare influencer content
- Track results and conversions
- Ask for links to your website

4

# PERFORMANCE & ROI

The Most Important Step

## Step Four

# Conversion Strategy

- Establish a measurable conversion strategy
- Review Google Analytics
- Define digital stats and reporting
- Develop digital sales funnels
- Extend digital leads into the sales process
- Monthly digital marketing meetings





# KEY DIGITAL METRICS

- Visitors - new and repeat
- Page visits, time and bounce rate
- Traffic sources and search terms
- Conversion and sales tracking
- Social media engagement

## Step Four

# Digital Marketing Budgets

- WordPress Content Websites: \$10,000 and up
- eCommerce Websites: \$15,000 and up
- Digital Marketing Services: \$85 - \$150 /hour

# Measure ROI: Sales Lead Example

- Average Order: \$10,000 (lifetime value)
- Website Design and Development Cost: \$15,000
- Monthly Digital Marketing Spend: \$3,500
- Total Monthly Website Visitors: 5,000
- Conversion Rate to Inquiries: 1% (50 inquiries)
- Conversion Rate to a Sale: 10%
- 5 Sales per Month = \$50,000

# Measure ROI: eCommerce Example

- Average Order Amount: \$150
- Website Design/Development Cost: \$15,000
- Monthly Digital Marketing Spend: \$4,500
- Total Monthly Website Visitors: 9,000
- Order Conversion Rate: 2% (180 sales)
- 180 Sales per Month = \$27,000

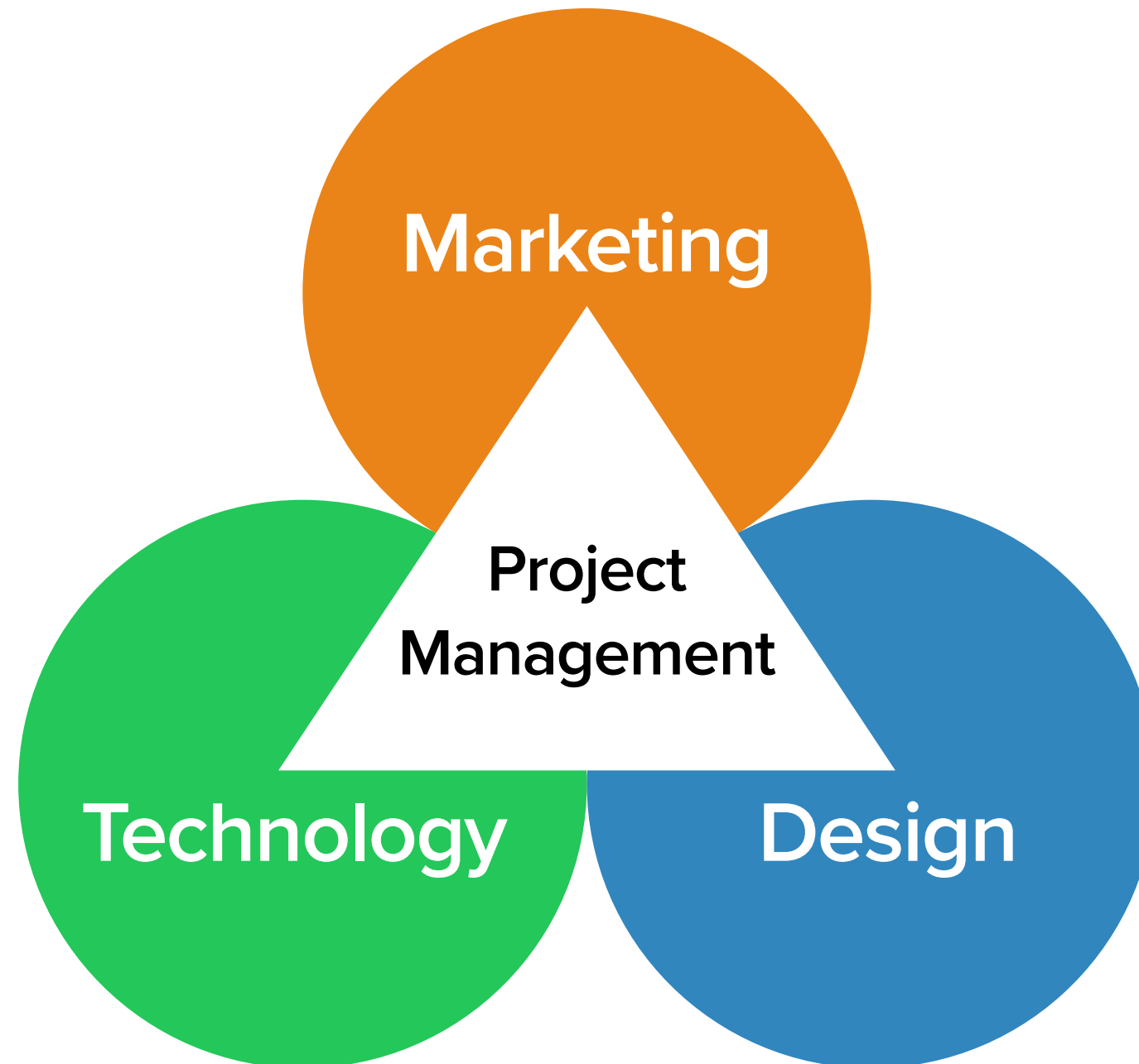




**Who does this work?**



# The Digital Marketing Team





# The Roles of the Team

## The Hats People Wear

### Internal

- Digital Marketing Decision Maker
- Project Manager
- Digital Marketing Manager (Traffic Generation)
- Data & Research Manager (Stats/Usability)

### External

- Content Writer for Digital
- Photography/Video/Audio and other Media
- Graphic Design
- Technology and Development





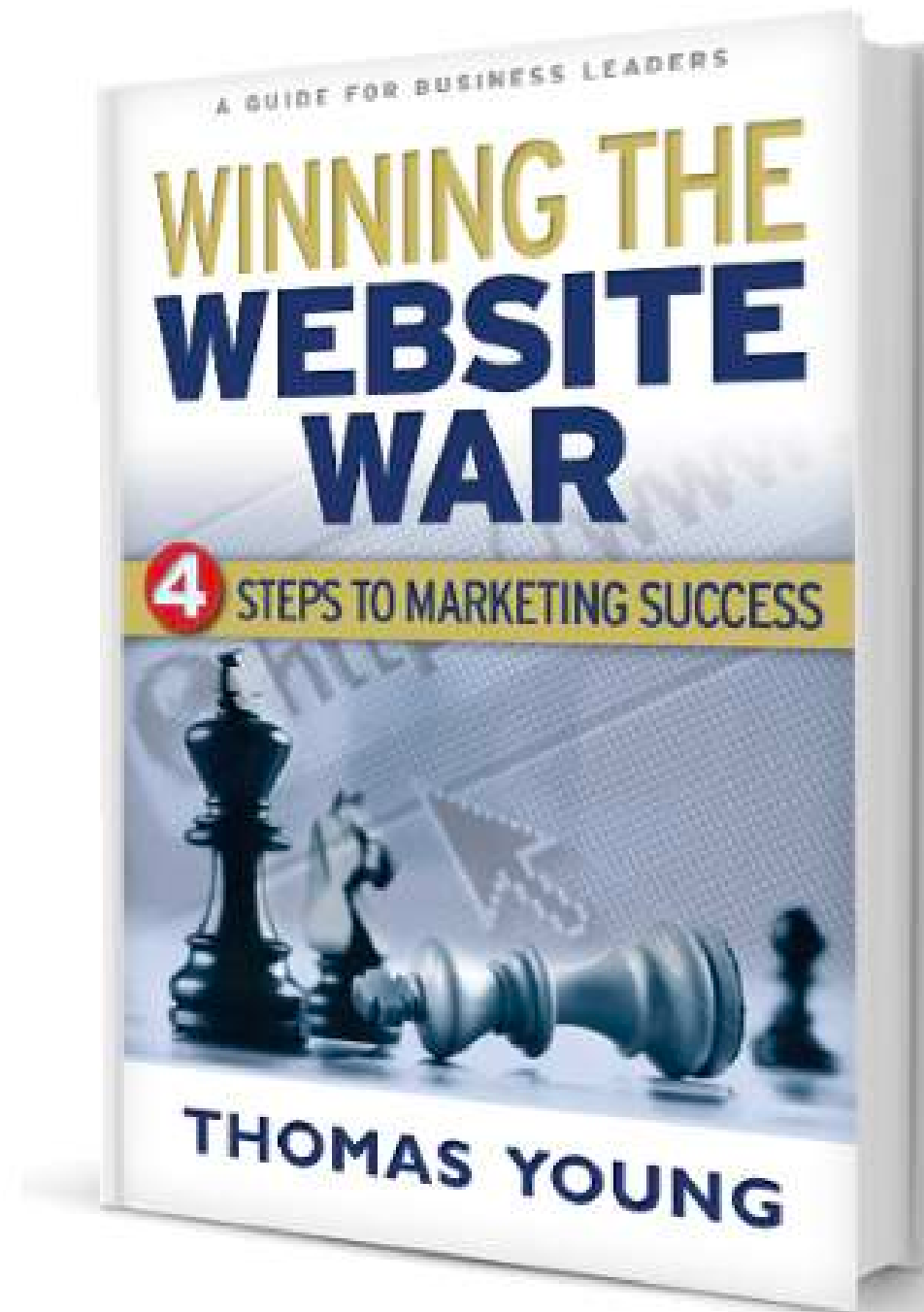
# TAKE ACTION



# Here's Where To Start

- Write a strategic, Digital Marketing Plan
- Select a Digital Marketing Decision Maker
- Ask for customer feedback
- Research search engine keywords
- Write brand focused taglines and content
- Develop a content marketing strategy and schedule
- Launch an email newsletter program and middle of funnel
- Use Google Analytics for ROI and conversion tracking
- Schedule digital marketing meetings to review stats

# Resources



[WinningtheWebsiteWar.com](http://WinningtheWebsiteWar.com)



# Resources

- “Winning the Website War”
- Content Marketing Institute
- Search Engine Watch
- SEO, MOZ, and SEMRush
- Google Analytics & Google Search Console
- ScreamingFrog
- KeyWordsEveryWhere.com
- Writer’s Access
- AdWords keyword search tool
- shop.org
- Asana
- Buffer for Social Media
- RetailWire
- Social Media Examiner
- IntuitiveWebsites.com
- Leadfeeder.com



A person's hands are shown interacting with a laptop. One hand is on the trackpad, and the other is near the keyboard. The image is dark and moody, with a semi-transparent dark overlay. The text 'Website Reviews' is prominently displayed in white, with 'Live Feedback' below it in a smaller font.

# Website Reviews

Live Feedback



# Rating Websites

- Strategy: Does the website translate the business?
- Design: Is the website too cluttered and busy?
- Design: Is the design appropriate for the target market?
- Traffic: Is the website an excellent content resource?
- Traffic: Is the website Google friendly?
- Conversions: Is the website getting conversions?



How can digital marketing increase sales & maximize marketing ROI?



# Contact Us!

Thomas Young

719-231-6916

Tom@IntuitiveWebsites.com

IntuitiveWebsites.com

WinningTheWebsiteWar.com