

Anil Singh

Chris Wallner

Ed Valdez



Carol Franczek

Ken Murray

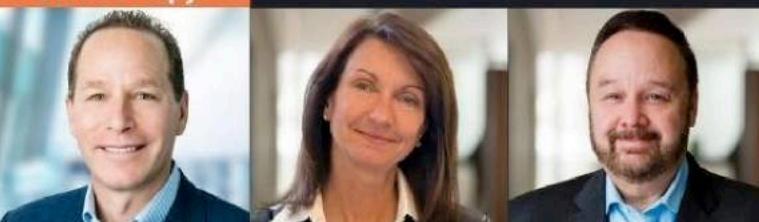
Jim McDonald



Todd Lunsford



Jennifer Apy



Gary Stockman

Dana Prestigiacomo

Robert Burgess



Neil Anderson

Mike Donaldson

Dennis Bailen



intuitivewebsites



ChiefOutsiders™

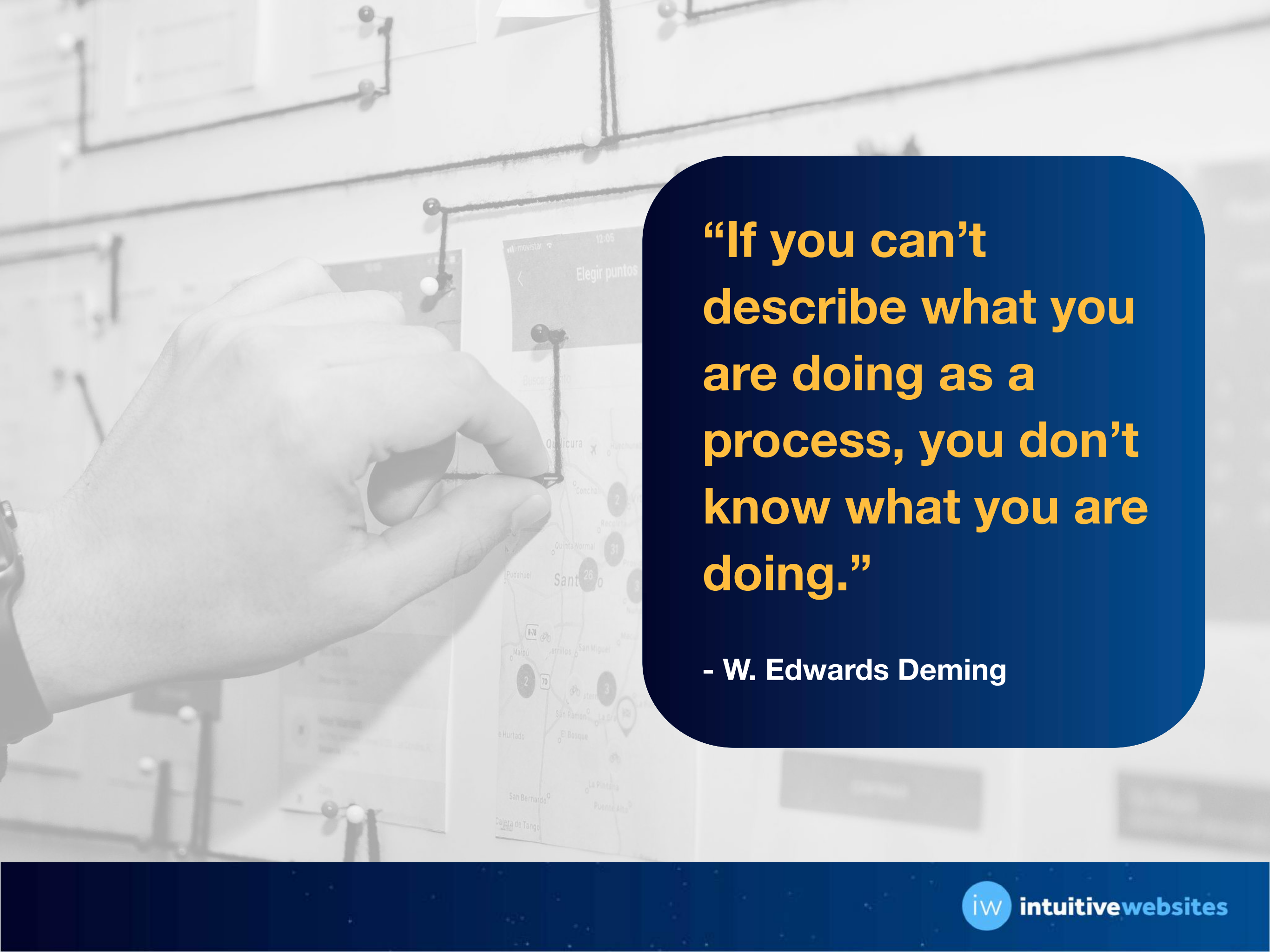
- Trusted partner since 2017
- Proven Four-Step Process
- Growth Driven Design
- HubSpot Platinum Partner
- 20+ Employees
- Client Wins and ROI

Rise Above The Digital Noise

What makes digital marketing work?



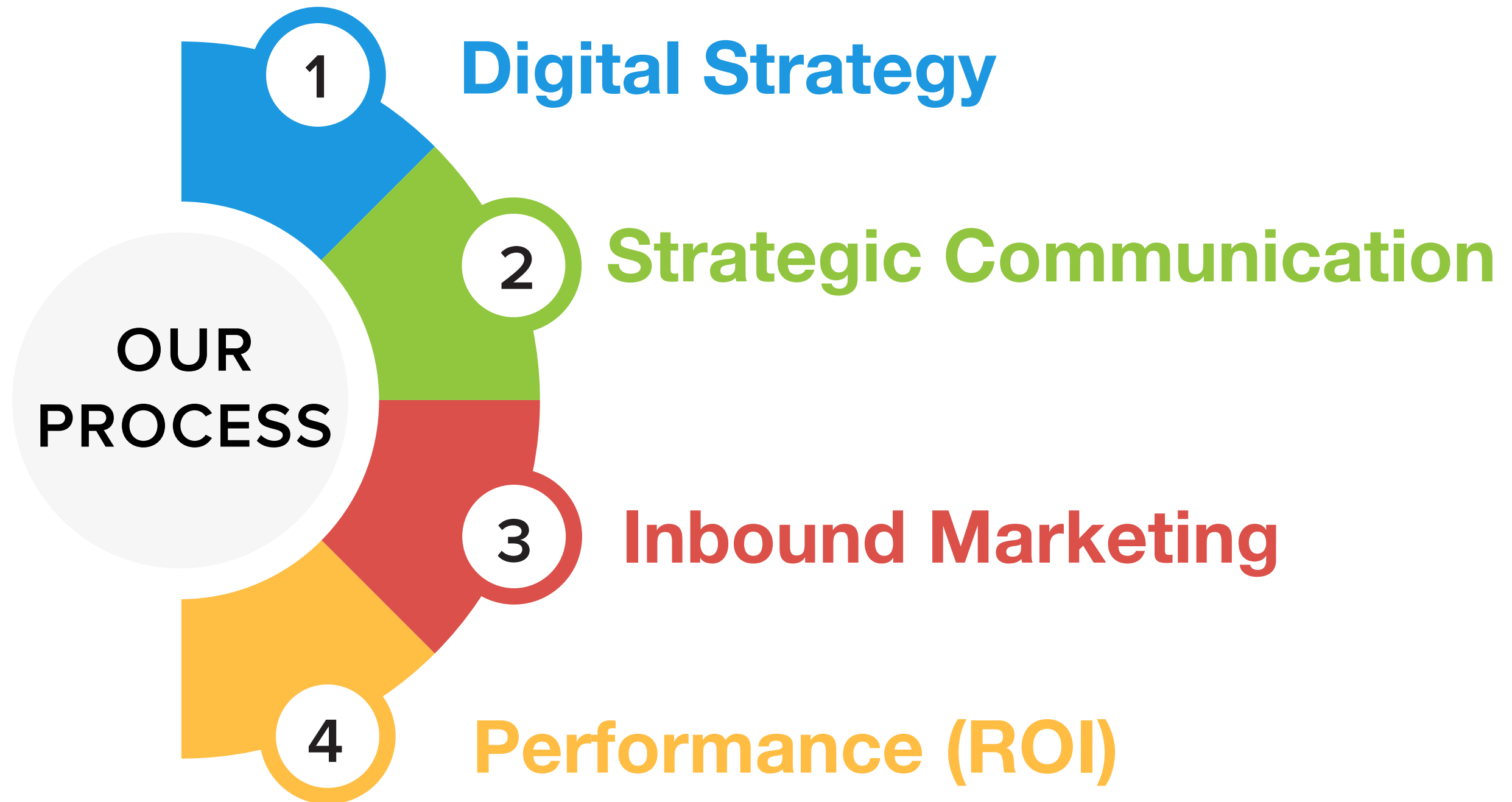
Presented By: Thomas Young
IntuitiveWebsites.com

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 a region with various towns and roads, including labels like 'Quilicura', 'Conchal', 'Quinta Normal', 'Pudahuel', 'Santiago', 'Maipú', 'Errillos', 'San Miguel', 'San Ramón', 'La Gr', 'El Bosque', 'San Bernardo', 'Calleja de Tango', and 'Pueblo Alto'. A blue rounded rectangle is overlaid on the right side of the image, containing a quote in yellow text and the name 'W. Edwards Deming' in white text.

**“If you can’t
describe what you
are doing as a
process, you don’t
know what you are
doing.”**

- W. Edwards Deming

Intuitive Websites' Four Step Process



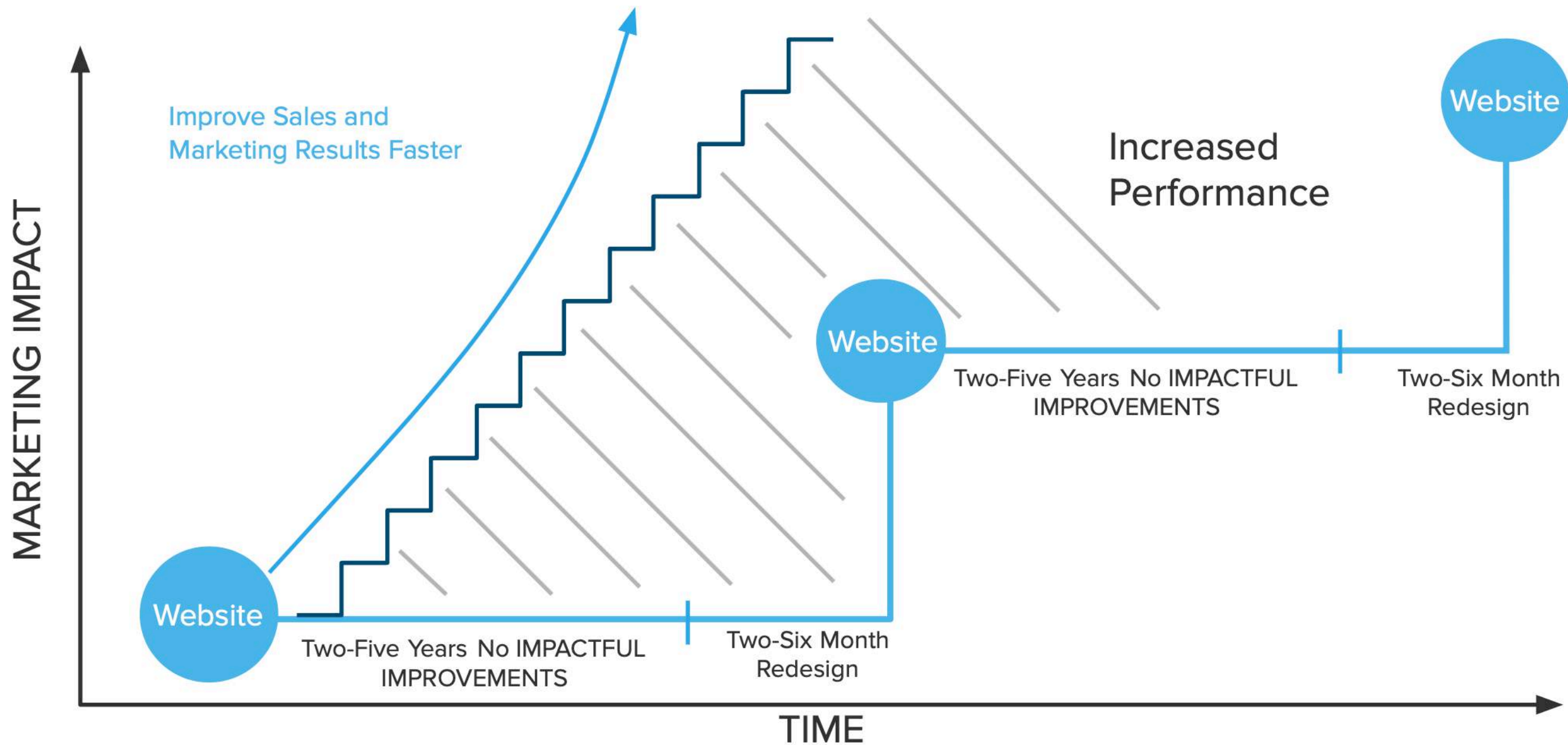


Step Two

Growth Driven Design (GDD)

- Traditional website design is broken
- A HubSpot process for fixing websites
- Based on the principles of Agile Project Mgt
- Drive results faster based on data
- Remove the pain from website design
- A process for continuous improvement

Growth Driven Design (GDD)





DIGITAL STRATEGY

Translate what you do well.

Strategic Questions

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

Step One

Digital Strategy: What is it?

- Strategic translation of value
- Starts with a **Marketing Vision**
- Competitive Analysis
- Simple, direct and clear content
- Excellent digital resources for users
- Trackable conversion process/funnel
- Target market feedback

Step One

Digital Strategy: Questions

- How are you the best in your space?
- How are you different?
- What processes can you share?
- Who are your people?
- What are your values and mission?
- What are your stories?
- What is your customer's story?



STRATEGIC COMMUNICATION

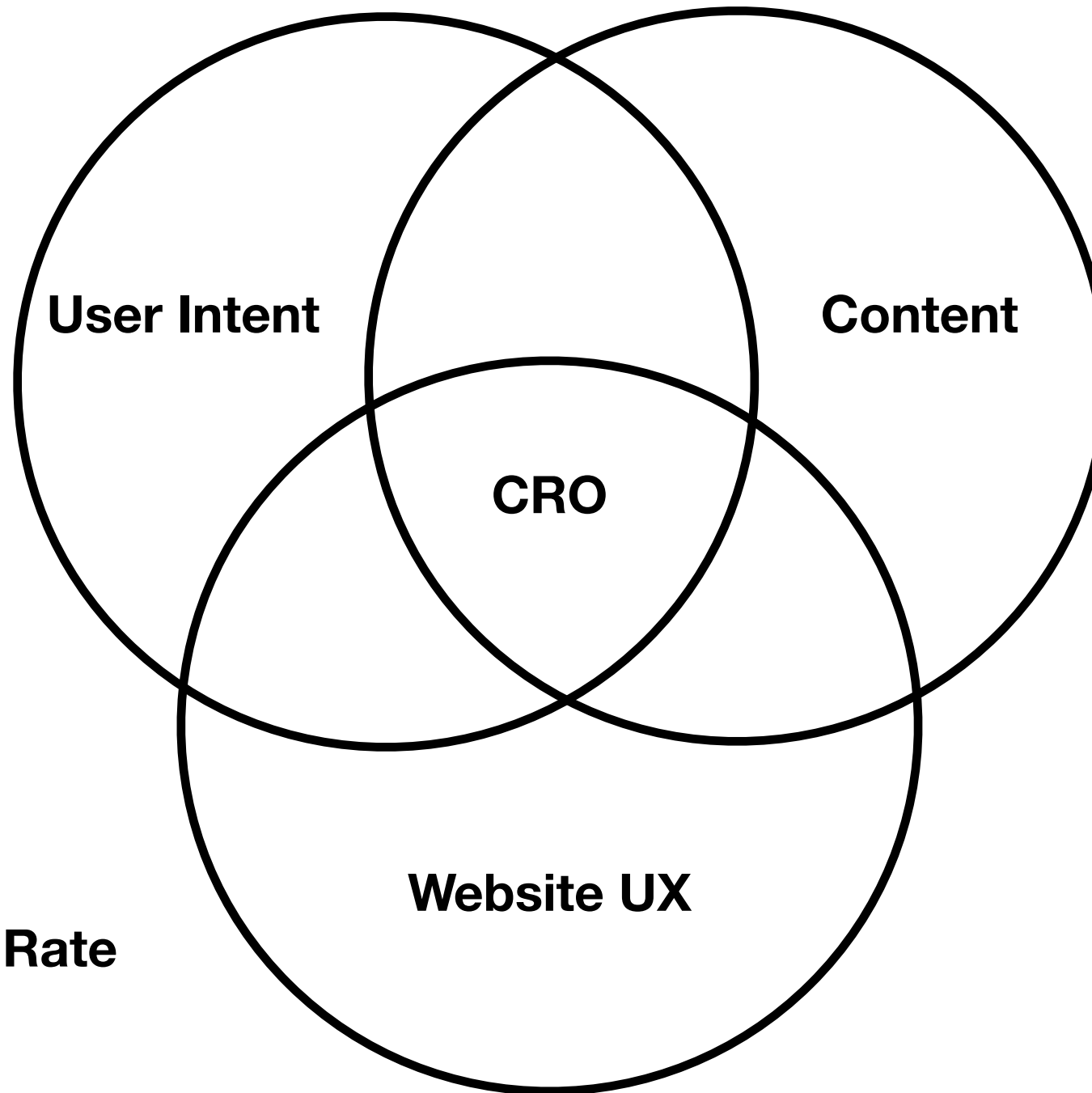
Communicate Your Digital Strategy



FIVE COMMUNICATION METHODS

1. Messaging and Content
2. Graphic Design
3. Usability
4. Video
5. Website & App Platforms

User Intent is King



**CRO - Conversion Rate
Optimization**



Step Two

What Users Want

- To solve a **problem**
- **Enhance** their lives and convenience
- Easily search for **information** and **research**
- Product and service **information** & **pricing**
- How to **contact** the company or people
- Business **locations**
- **Delivery** and **shipping** information



Step Two

What Users Do

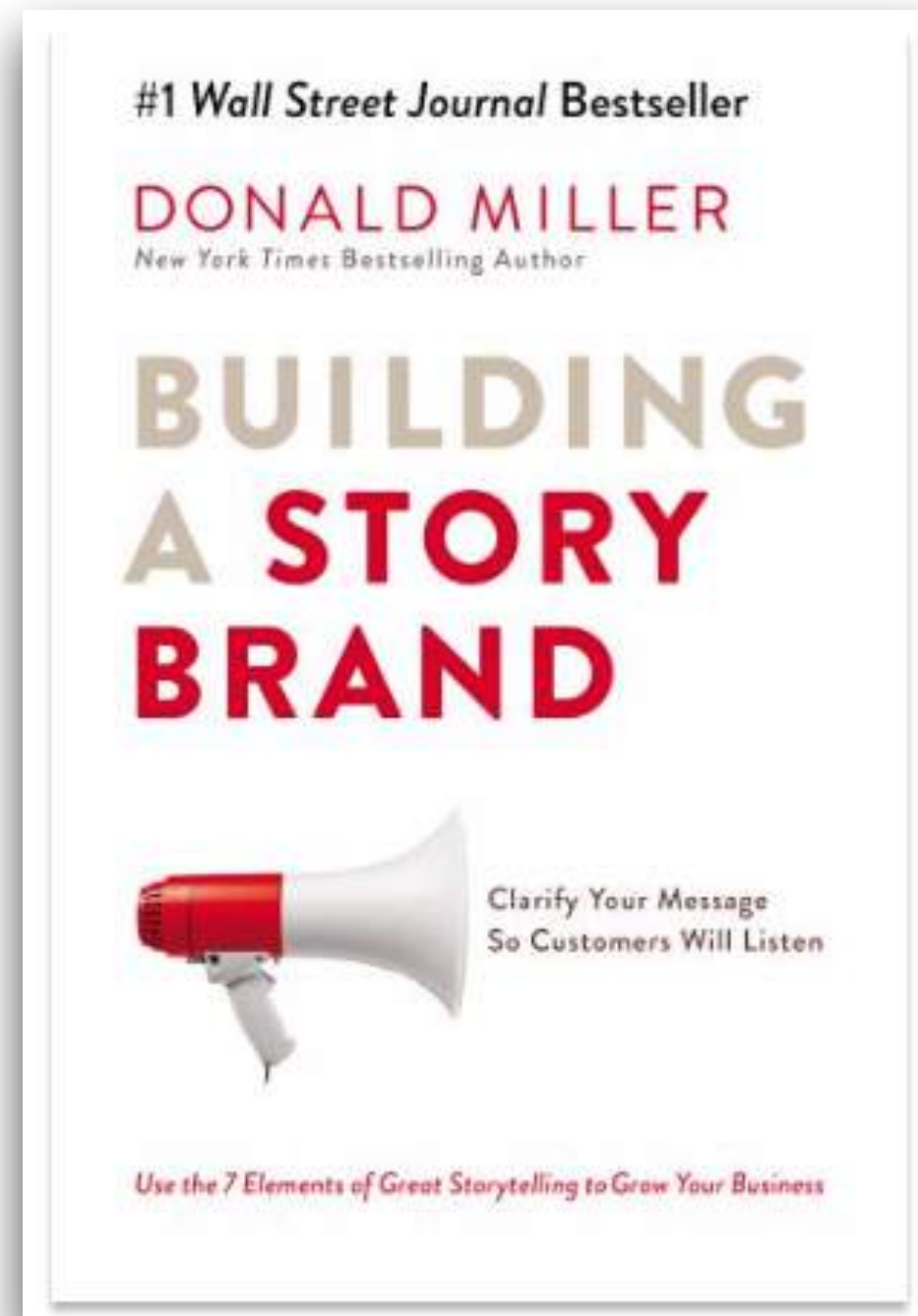
- Instant **impression** of your company
- Start in the upper **left hand corner**
- Read **taglines** and **headers**
- Look at **photos**, especially people
- **Ignore ads**, clutter and marketing content
- Quickly move to **website navigation**
- **Scan** content, miss key areas & leave
- Watch **videos** on YouTube or from search

Value From Digital Content

- Is it clear what the company does?
- Does the content use clear taglines/headers?
- 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?

Step Two

Story Brand





Step Two

Story Brand Summary

- Clarify Your Company Message
- The Customer is the Hero
- Your Offer is the Guide for Change
- Your Company has a Plan and Call-to-Action
- The Customer Defeats their Villains
- Ends in Emotional Success



Step Two

Homepage Content Flow

- **Nav:** Products/Services, Resources, About, Contact
- **Header Tagline:** Direct and clear 10-out-of-10 rule.
- **Call-to-Action (CTA):** Mid-funnel & contact buttons.
- **Benefits:** What's in it for your prospects?
- **Stakes:** What's the risk of no purchase?
- **Featured Services & Products:** Key highlights.
- **Your Plan:** Four to five steps to get started.
- **Your Customers:** Testimonials, logos & case studies.
- **Featured Resources:** links to blogs and more.
- **Footer Nav:** Newsletter, Policy, Careers, Logins.



Step Two

Story Brand Tasks

- Create a Tagline
- Layout for Website Landing Page Content
- Know the Benefits and the Pain (Personas)
- Define Your Process
- Tell Customer Stories and Get Testimonials
- Develop CTAs - middle and bottom funnel
- Build an Automate an Email List



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 blue-tinted photograph of two women looking at their smartphones. The woman on the left is holding a white smartphone, and the woman on the right is holding a dark smartphone. They are both looking down at their devices with focused expressions. The background is slightly blurred, showing what appears to be a patterned surface.

Law 1

Customers Research and Find You

Help Customers Find You

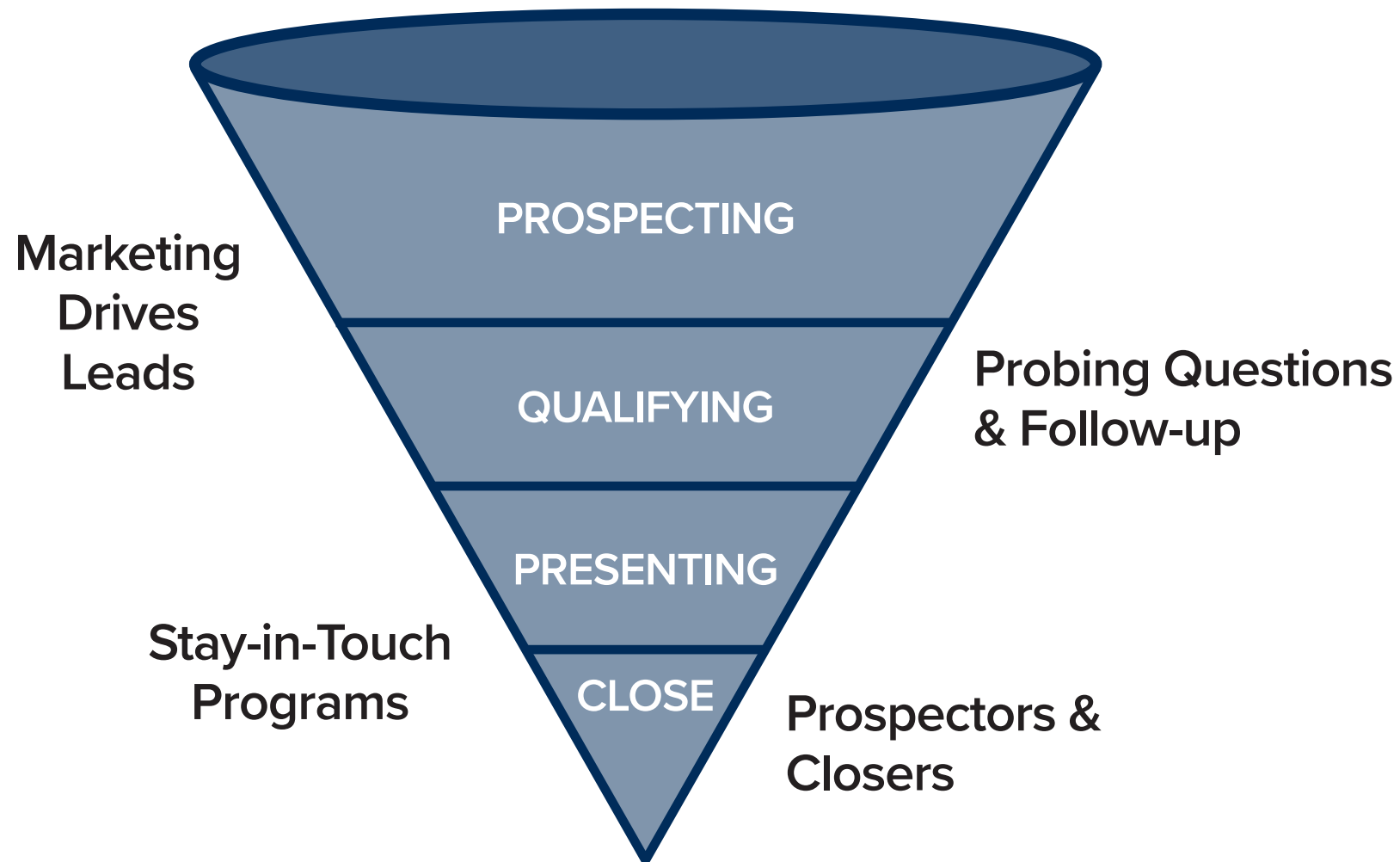
Data From Google

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

Think with 

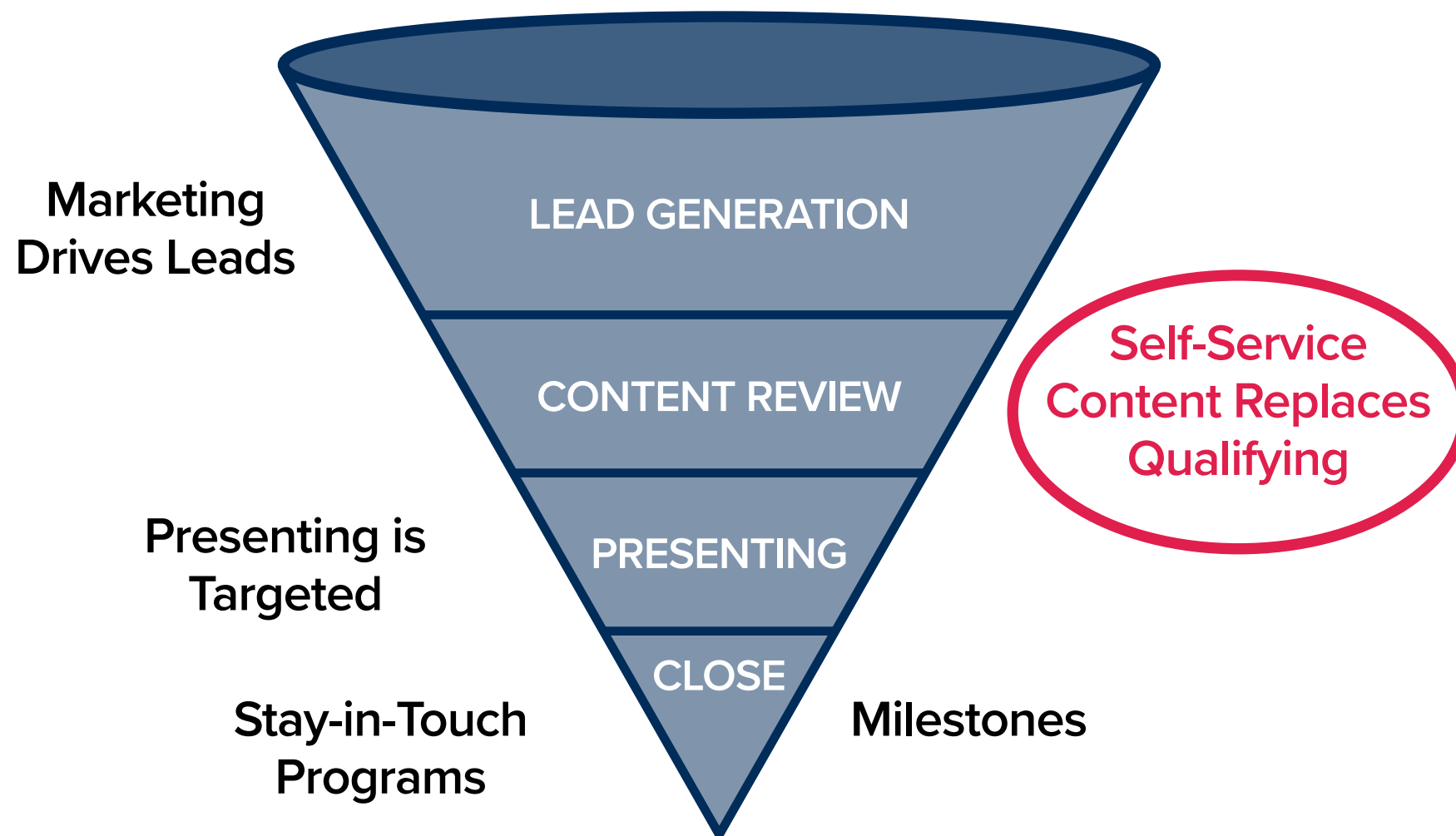
Marketing and Sales Funnel

The Old Funnel



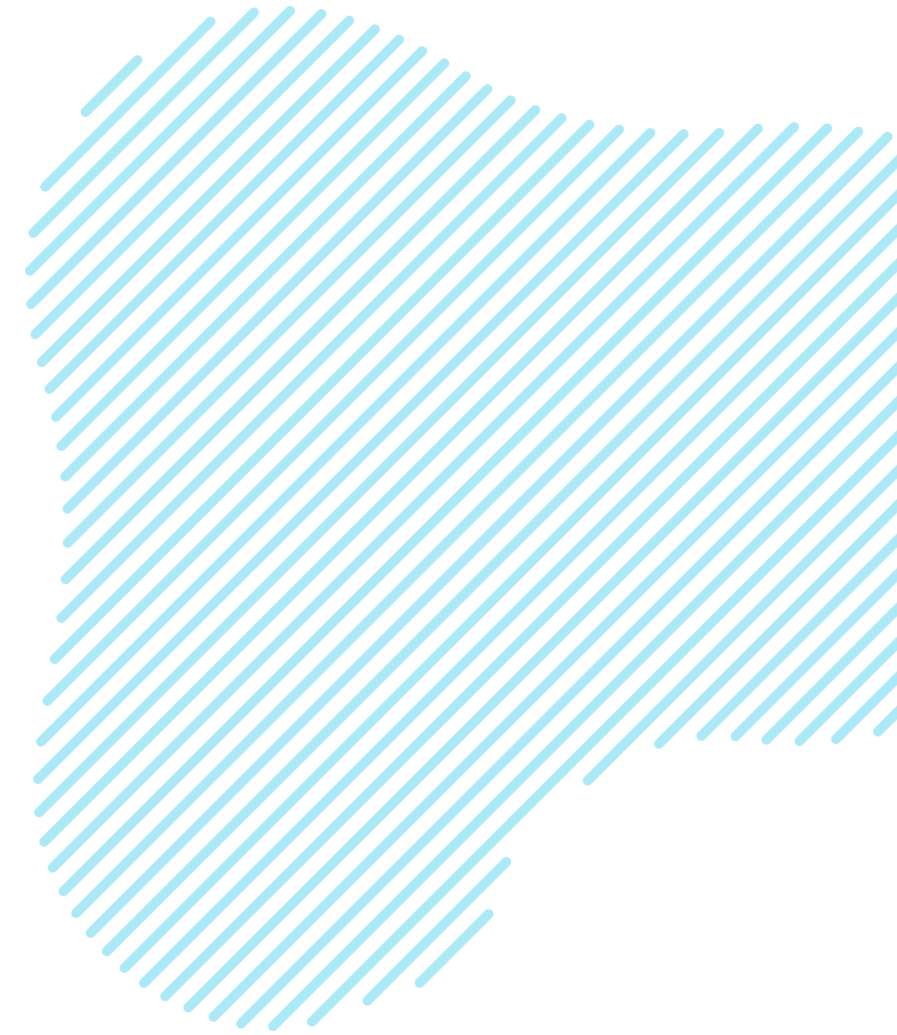
Marketing and Sales Funnel

The New Funnel



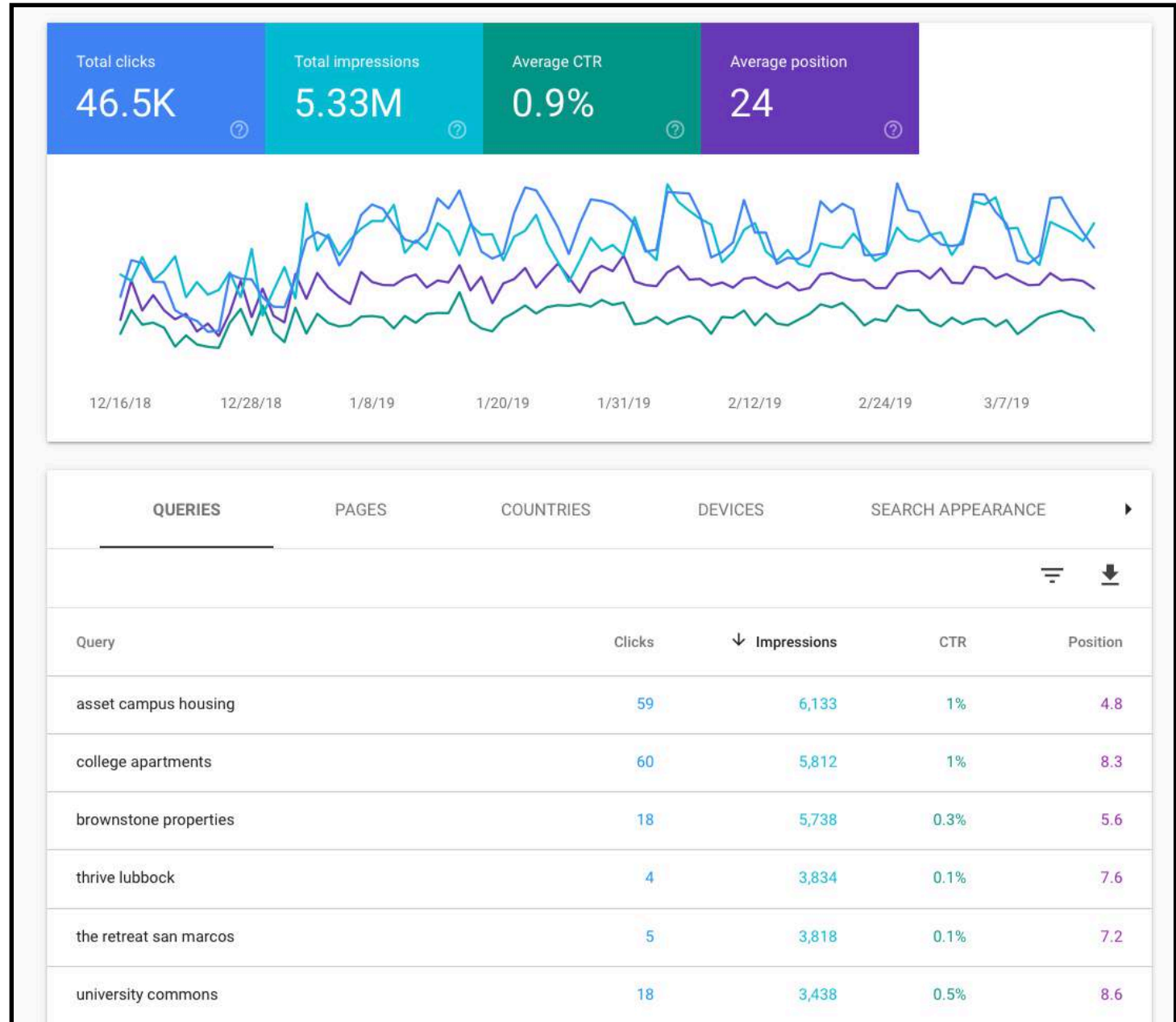
Marketing and Sales Funnel

1. Website Visit
2. Social Media Interaction
3. Email Newsletter Subscribe
4. eBook or Gated Content
5. Webinar or Virtual Event Registration
6. Web Form Submission
7. Call and Virtual Meeting with Salesperson



Help Customers Find You

The Google Search Console





Law 2

Build a Loyal Following

Understand Your Prospect

- They want trust, empathy and understanding
- Inundated with noise in a self-service world
- Use digital content for value, not to be sold
- Believe what they want to believe
- Impatient and want convenience
- People are more important than brands to build trust
- Want to trust and are skeptical of what they don't know
- Can see through sizzle and want transparency

Global health and safety is our top priority. [Learn how HubSpot is responding](#) to COVID-19 and its economic impact on the communities we serve.

There's a better way to grow.

Marketing, sales, and service software that helps your business grow without compromise. Because "good for the business" should also mean "good for the customer."

Get HubSpot free

Get started with FREE tools, and upgrade as you grow.



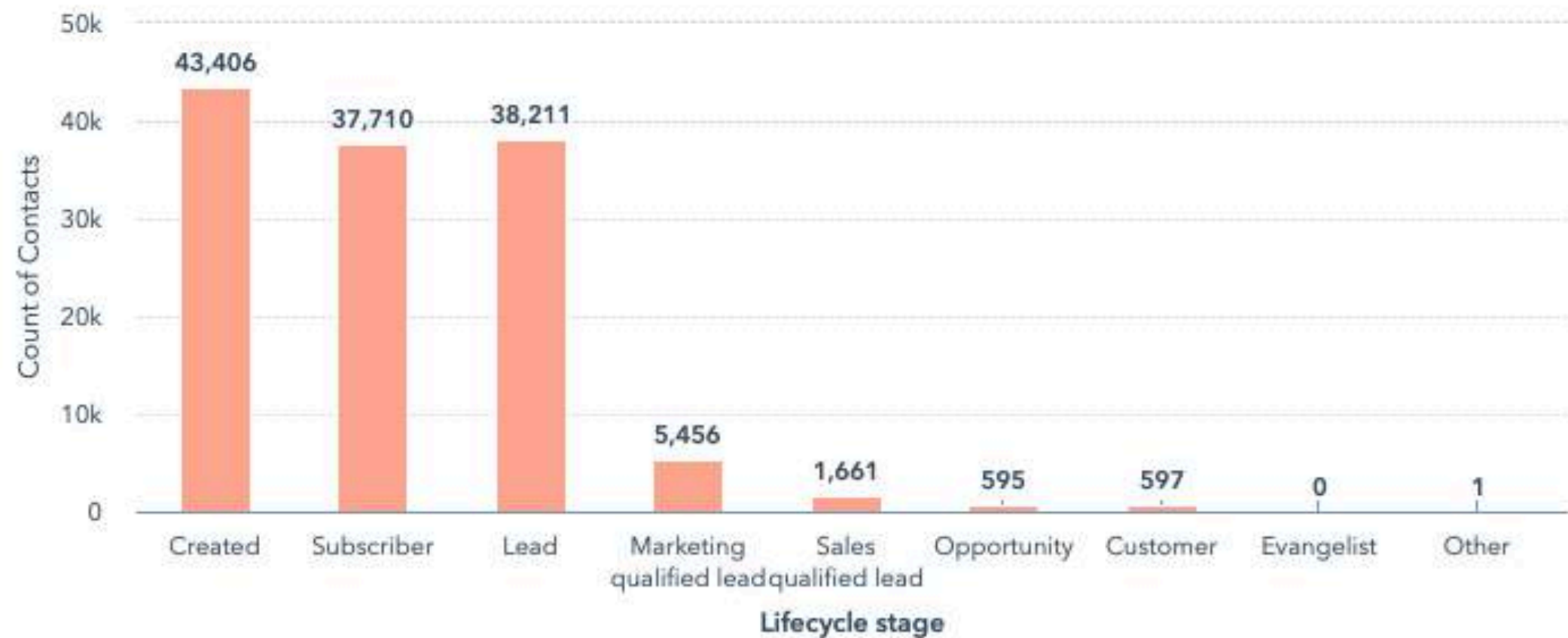
Funnel Reports



Contact Lifecycle Stage (All time) ⓘ

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

● Count of Contacts





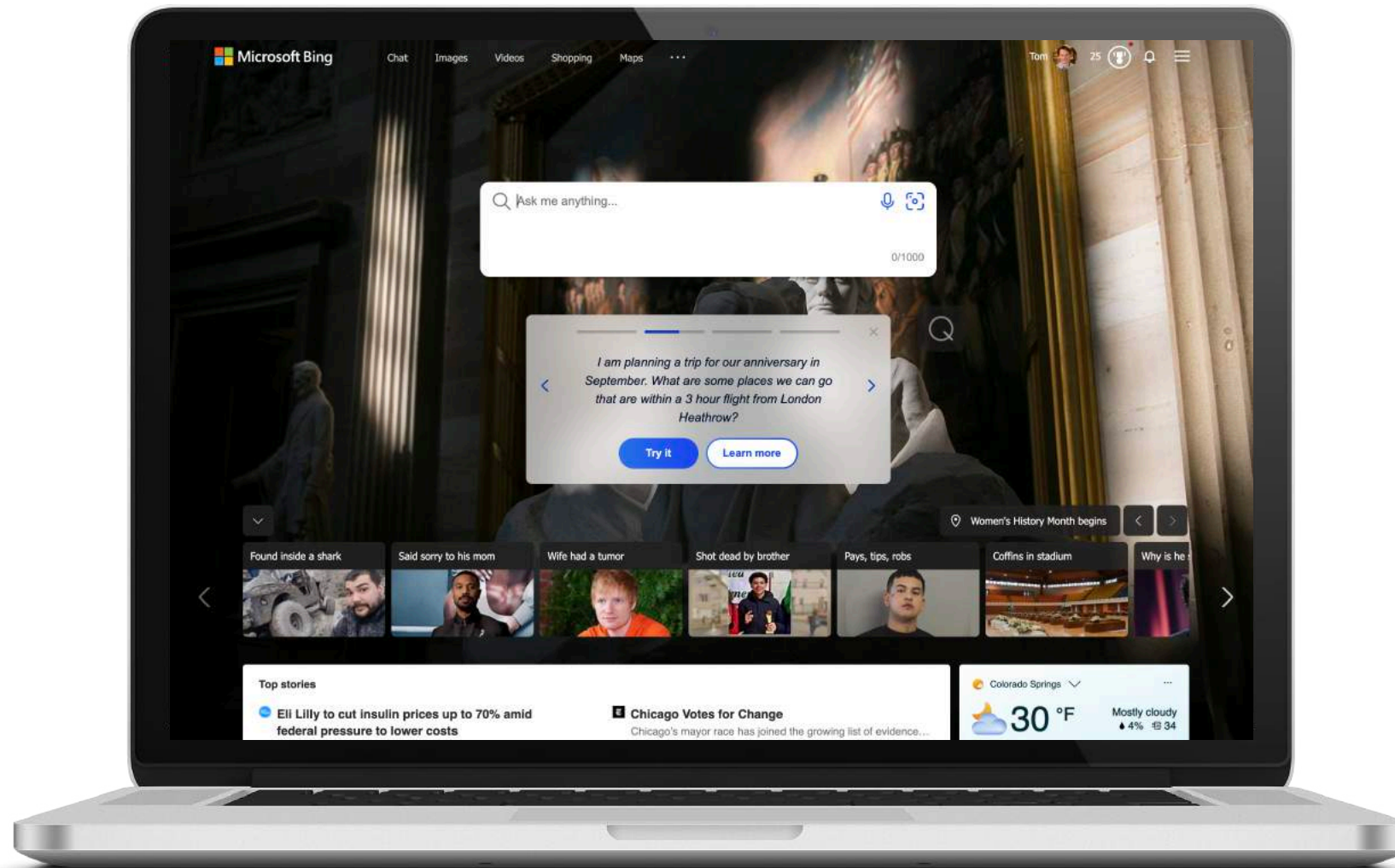
Law 3

The Power of Simplicity

The Google Homepage



The Bing Homepage



Law Three

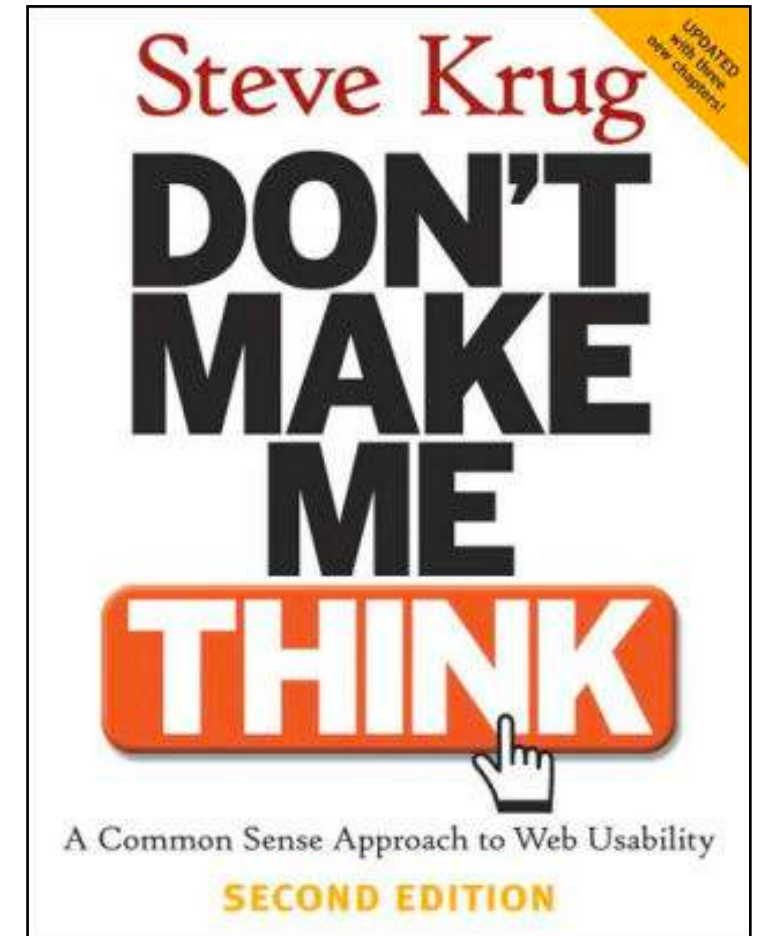
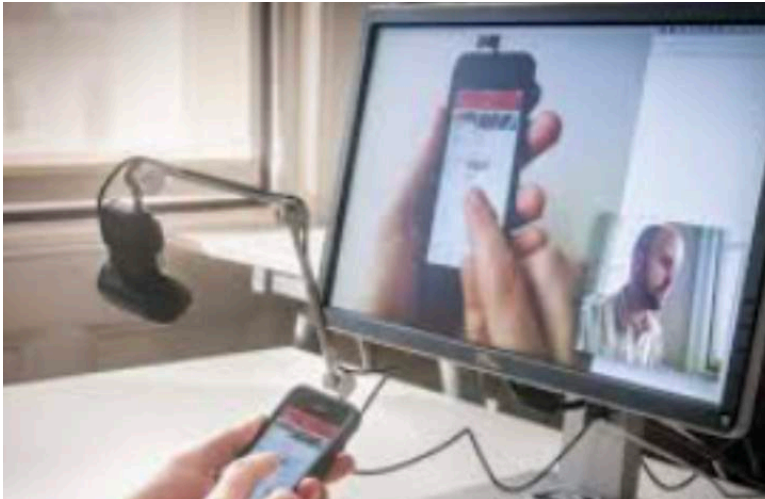
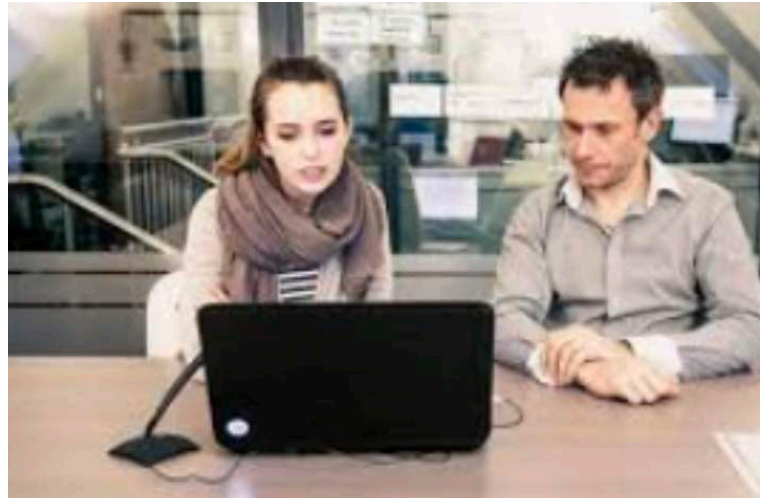
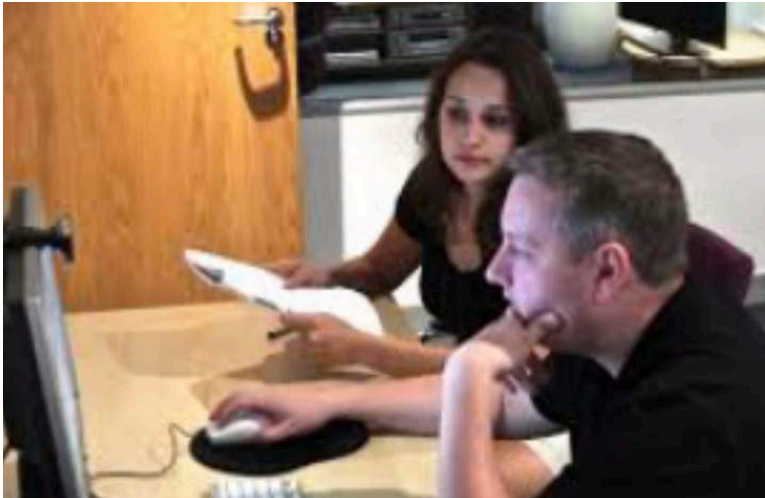
The Rules of Simplicity

1. Simplicity takes strategy and courage
2. Simplicity takes direction from the marketplace
3. Excellent and direct communication is key
4. Focus on three key messages
5. Follow the 10-out-of-10 rule
6. Simplicity drives conversions and sales

HOMEPAGE TAGLINE

- Use concrete and direct 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 table and looking down at a smartphone in his hands. A glass mug is on the table to his right. The background is a blurred office setting. The entire image is overlaid with a blue tint.

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**

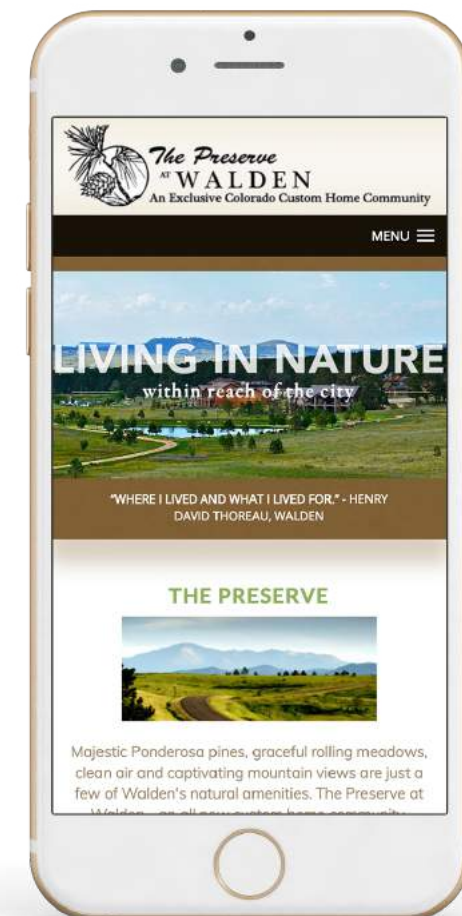
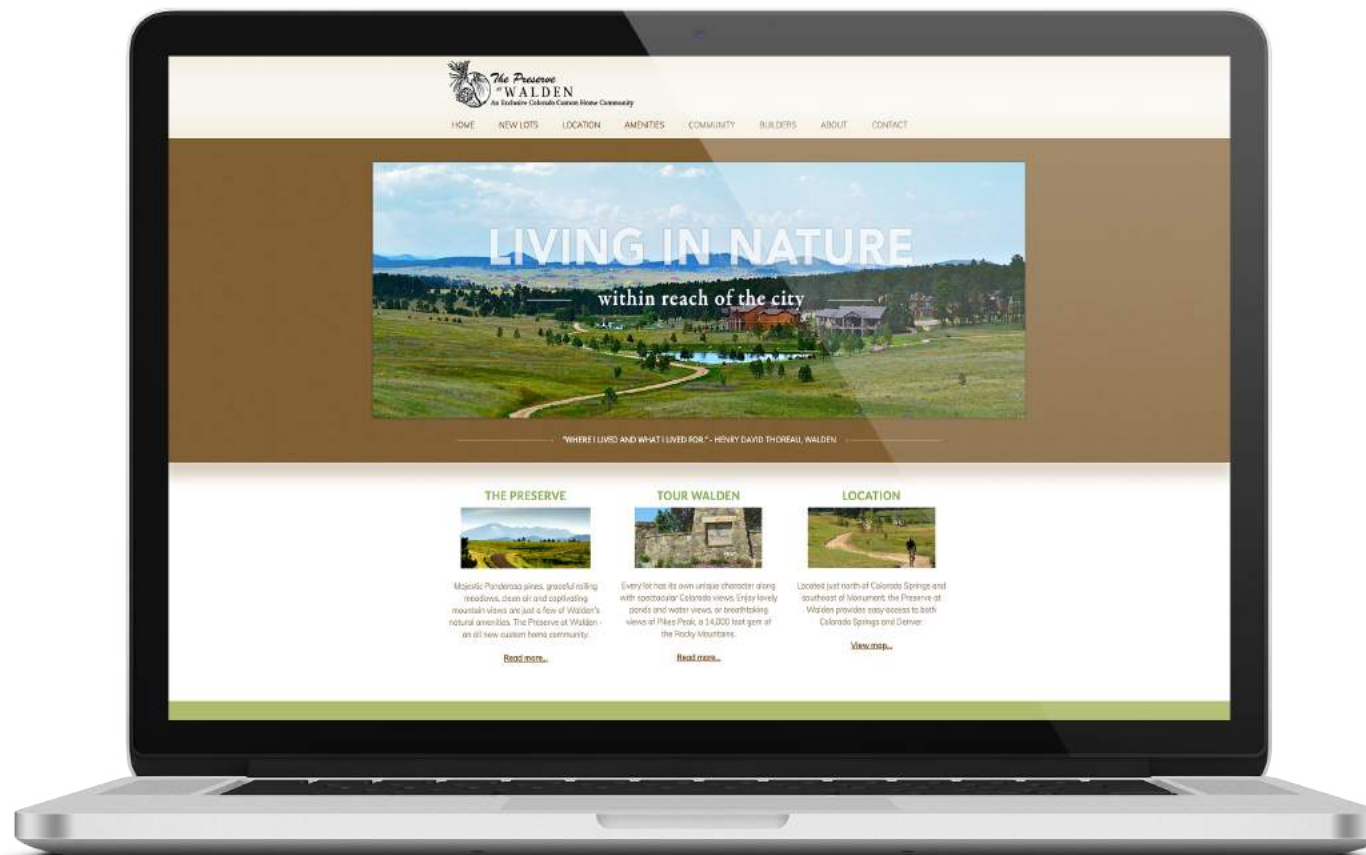
thinkwithgoogle.com

Law Four

Users Want it Now

- Continued increase in usage in 2022
- 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 and developing

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 lists categories: 'Web Themes & Templates', '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 specific categories: 'All Items', 'WordPress', 'Simple Site Builder', 'HTML', 'Marketing', 'CMS', 'eCommerce', 'Muse', 'UI Design', 'Plugins', and 'More'. The main banner features a teal background 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 with the placeholder text 'e.g. responsive wordpress' and a magnifying glass icon. The section below the search bar is titled 'Discover our Featured templates of the week' and 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!'. A row of ten theme thumbnails follows, including 'Bifröst', 'SOJKA', 'SARTRE EMAIL 1.0.0', 'fo ton.', 'BLOGS', 'Shellin -30%', 'SPARKER', and 'Leedo.'. A green button labeled 'View More Featured Items' is positioned below the thumbnails.

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!

Bifröst SOJKA SARTRE EMAIL 1.0.0 fo ton. BLOGS Shellin -30% SPARKER Leedo.

View More Featured Items

Marketing Tactics

Offline Sales &
Marketing

Search
Engines

Email
Marketing

Content
Marketing

Social Media

Influencer
Marketing

Step Three

Search Engines - Google

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

Step Three

Email Marketing

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

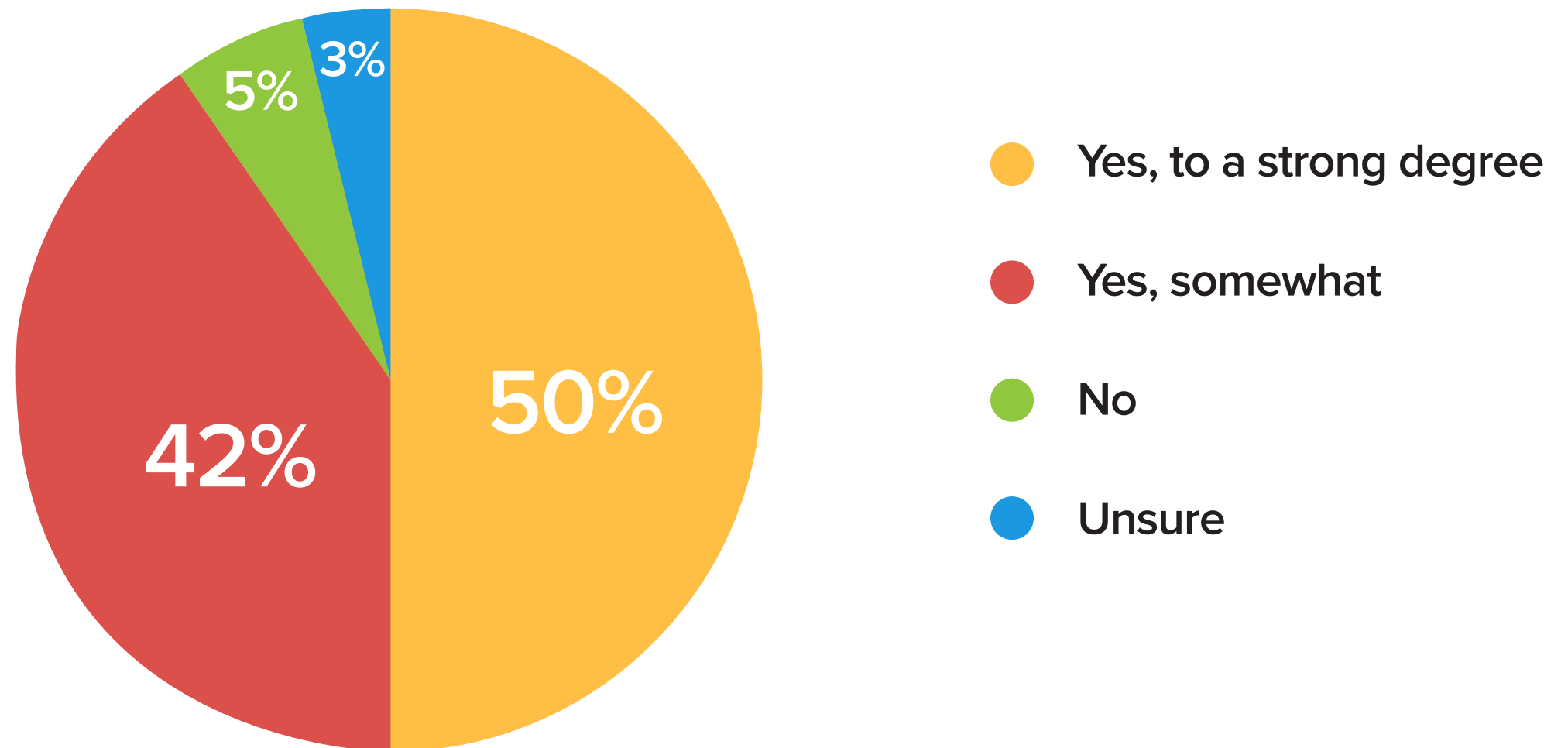
Step Three

Content Marketing

- Website content drives Google rankings
- 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
- More than half of B2B prospects get news from digital channels
- Blogs get 126% more leads than websites without blogs
- Content is a competitive advantage
- Six times more likely to get lead conversions using content
- It lasts forever!

Think with Google



Step Three

Content Action Items

- Online publisher and thought leader
- Develop a content marketing calendar
- Cover all the SEO basics
- Coordinate topics: email, blogs and social
- AI chat tools in content development

AI Chat and Digital Marketing

iw intuitive websites

Navigating the Future of Business
WITH AI AND CHATGPT

10 MARCH 2023

1:00PM - 2:00PM EST

PRESENTER
Thomas Young

PRESENTER
Dave Nelson

PRESENTER
Heather Lutze

Step Three

Social Media & Content

- 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
- Platform + Content + User Intent = Social Growth

Step Three

Influencer Marketing

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



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 and tracking
- 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
- Conversions and sales tracking
- Social media engagement
- Email marketing automation metrics

Step Four

Digital Marketing Budgets

- WordPress Content Websites: \$25,000 and up
- eCommerce Websites: \$40,000 and up
- Digital Marketing Services: \$85 - \$250 /hour

ROI: Website Lead Example

- Average Order: \$10,000 (lifetime value)
- Website Design and Development Cost: \$20,000
- Monthly Digital Marketing Spend: \$4,500
- 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

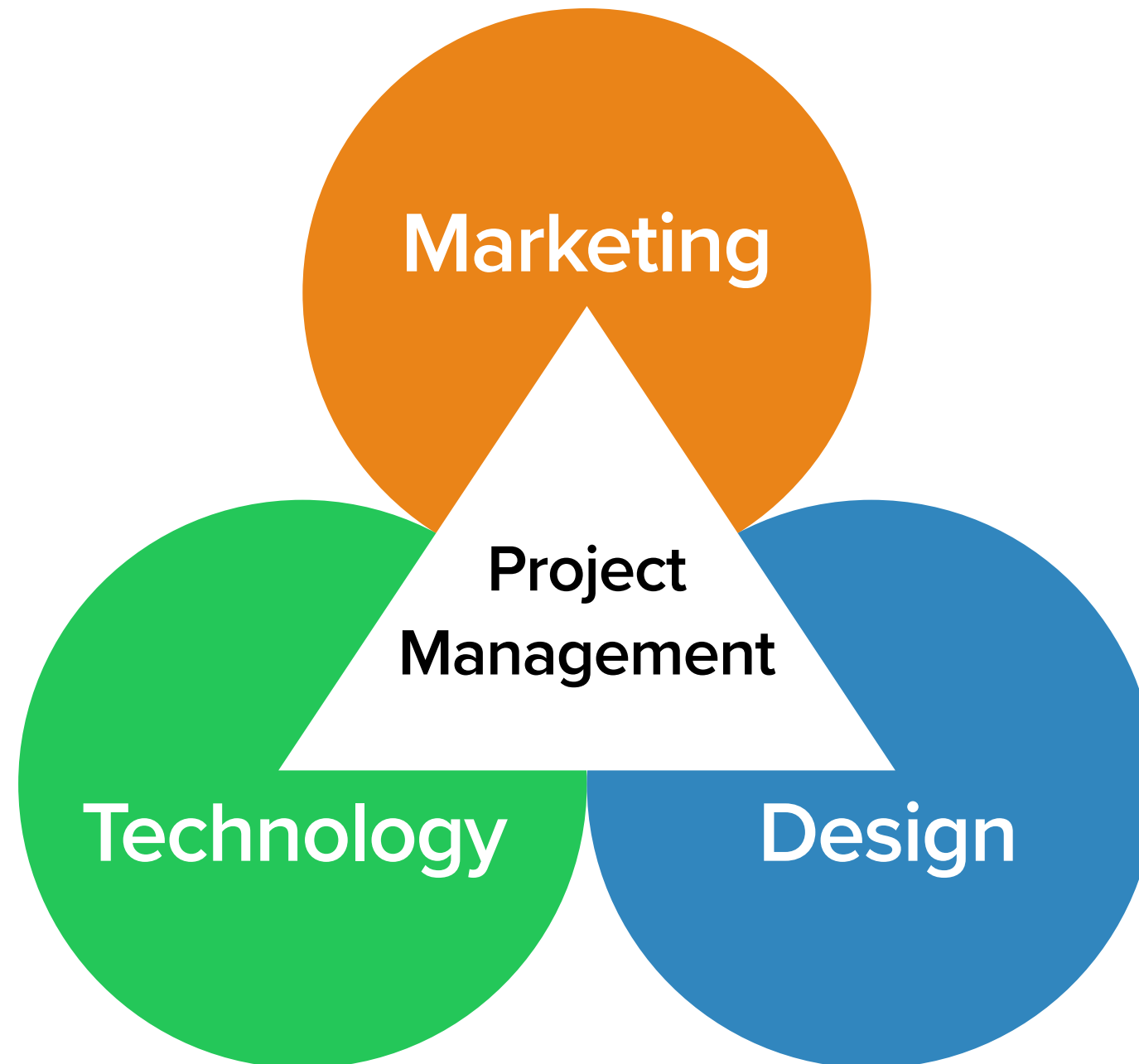
ROI: eCommerce Sale Example

- 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

Implementation Team

- Strategic Digital Marketing Lead
- Funnel Manager (Emails and Stats/Usability)
- Digital Marketing Manager (Traffic Generation)
- Project Manager or Coordinator

The Specialists

- Content Writer for Digital Marketing
- Photo/Video/Audio & other Media
- Graphic Design
- Technology and Development

THE ROLES OF THE TEAM

Marketing Direction



The customer
champion



The growth
driver



The innovation
catalyst



The capability
builder



The chief
storyteller



TAKE ACTION

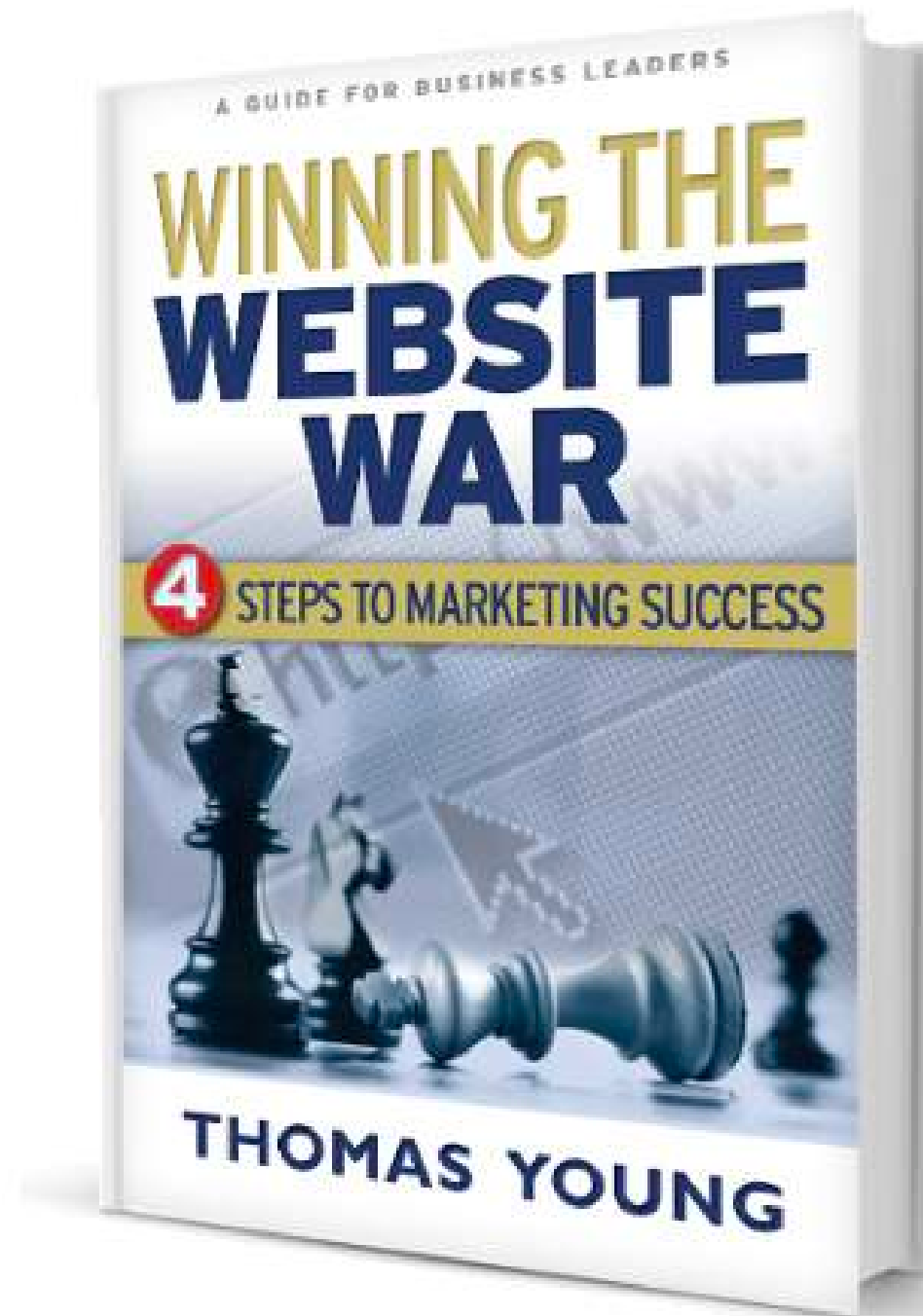
Immediate Actions

- Increase Communications
- Website Homepage Updates
- Content Calendar: Email, Blogs and Social Media
- Launch an email newsletter program
- Marketing Automation (HubSpot)
- Webinars and Virtual Workshops
- Graphics and PDFs for Webinars
- Videos for Social Media
- Targeted Website Landing Pages

Digital Marketing Action Items

- Write a strategic, Digital Marketing Plan
- Select a Digital Marketing Strategic Lead
- Ask for customer feedback
- Research search engine keywords
- Write brand focused taglines and content - Story Brand
- Develop a content marketing strategy and schedule
- Use Google Analytics for ROI and conversion tracking
- Schedule digital marketing meetings to review stats

Resources



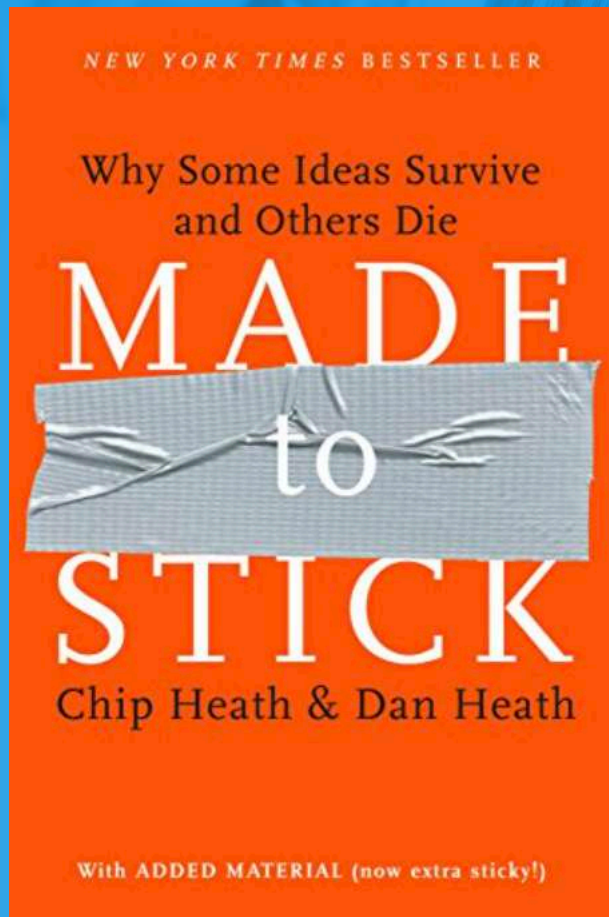
WinningtheWebsiteWar.com

Resources



ImprovingSalesPerformance.com

Law Two

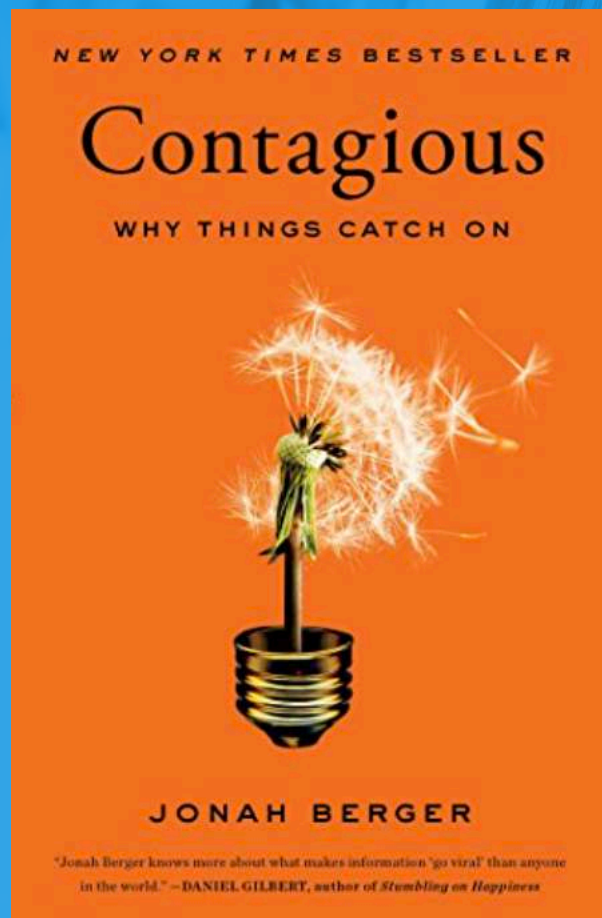


How & Why Content is Shared

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)

Law Two



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)



Additional Resources

- Google Analytics & Google Search Console
- Content Marketing Institute
- Search Engine Watch
- Neil Patel and SEMRush for SEO
- ScreamingFrog for SEO
- Writer's Access and Verbllo
- CrazyEgg for heat mapping
- Google Ads keyword search tool
- Asana for Project Management
- Buffer or Hootsuite for Social Media
- Social Media Examiner
- IntuitiveWebsites.com
- leadfeeder.com
- ZoomInfo.com
- HubSpot for email marketing, CRM and more
- Jasper and ChatGPT for AI chat and content



Website Reviews

Live Feedback

Featured Websites

<https://nutrishare.com>

Todd Lunsford

<https://followoz.com>

Ken Murray

<https://protopia.ai>

Ed Valdez

<https://tisd.net>

Jim McDonald

<https://www.taxreliefsolutions.com>

Chris Wallner

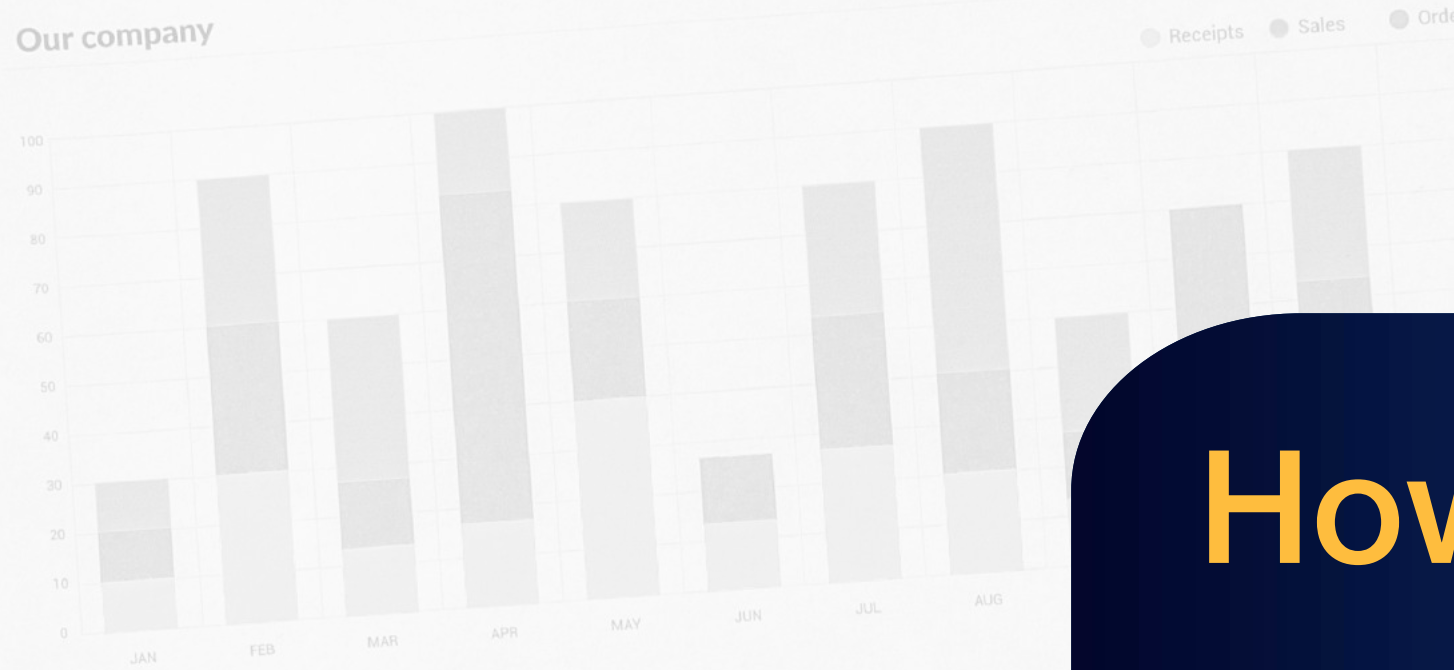
<https://casknx.com>

Neil Anderson

Rating Websites

- Strategy: Does the website translate the business?
- Strategy: Who is the hero of the website?
- Content: Is the focus on benefits to users?
- 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?

Our company



Business items



How can digital marketing increase sales & maximize marketing ROI?



Contact Us!

Thomas Young

719-231-6916

Tom@IntuitiveWebsites.com

IntuitiveWebsites.com

WinningTheWebsiteWar.com