Building Your Foundation for Successful Online Marketing

Marketing Has Changed

- No Old Skool

- No Snake Oil

- *Your* business is *different*

- Beware of Occam's Razor

THREE THINGS

Strategy: Research

- Do Research. REAL Research.

- Talk to potential customers

- Talk to existing customers

- Talk to your staff

Strategy: Audience

Alex the Entrepreneur

What is the customer's character?
Fast-thinking, somewhat trendy guy. Drives an Audi A3, drinks espres[so] and eats in the break room far too often. Always rushing to the next meeting or conference call.

What is the customer's pain?
Clients! They want it yesterday and hate mistakes. He hates losing business to big banks or Quicken Loans.

What are his reasons for seeking a solution like this?
Speed, baby! It also "looks cool" to use things other companies haven't discovered yet.

What are his needs and expec[tations]
Works fast, saves time, has awe[some]
workflow with minimal fuss.

Ellen the CEO

Occupati[on]
Gender
Age
Education

What is the custom[er's character?]
Set for life – starting [...]
high school, comfo[...]

What is the custom[er's pain?]
Moving too slowly i[...]
number of solutions [...]
turned. Pressure is b[...]

What are her reaso[ns...]
Her sales manager [...]
Their competitors a[...]

What are her need[s...]
Saves time and frus[...]
service. Resolve an[...]

Any personal biase[s...]
You get one bite at [...]
doesn't, you're toas[t...]

What does the cust[omer gain?]
Better customer exp[erience...]
customers.

Occupation	CEO, Lead Company
Gender	Female
Age	48
Education	B.A., Marketing, UC-San Diego

speedtocontact

James the IT Director

What is the customer's character?
Extremely pragmatic... Family guy, financially risk-averse, technologically conservative (owns a few gadgets, including a Dell laptop and an Android phone). Drinks 7-11 coffee, fights the COO for every dollar in his budget.

What is the customer's pain?
The business is growing faster than his resources, so he needs solid solutions that offer great value. ROI affects every decision.

What are his reasons for seeking a solution like this?
He has to do something, just to stay above water. The IT department has been going over budget, dealing with reliability problems and are being asked to build out even more systems to support company acquisitions.

What are his needs and expectations of the solution?
Make life easier, save money, allow for major growth (not in the budget, [...] ols. Also, supporting the business: [...] Perhaps compliance/security.

[...] istency, need for certainty.

[...] ce?
[...] ft, and Amazon's configurator was [...] es...

[...] e wants infrastructure to be like the

HOSTWAY
MORE THAN HOSTING

David

What is his character?
Very upwardly mobile... Family guy, golfer, financially risk-averse, technologically risk-taking (likes a few gadgets).

What is the customer's pain?
Company growth is stagnant when others in his industry are having success. Being too cautious online has meant that marketing isn't adding anything to the business.

What are his reasons for seeking a new website vendor?
Energy, growth, excitement, change. There must be a return on the investment, no room for messing around.

What are his needs and expectations of the product?
Drive revenue, make life easier, feed profitability. ROI, baby. Bragging rights.

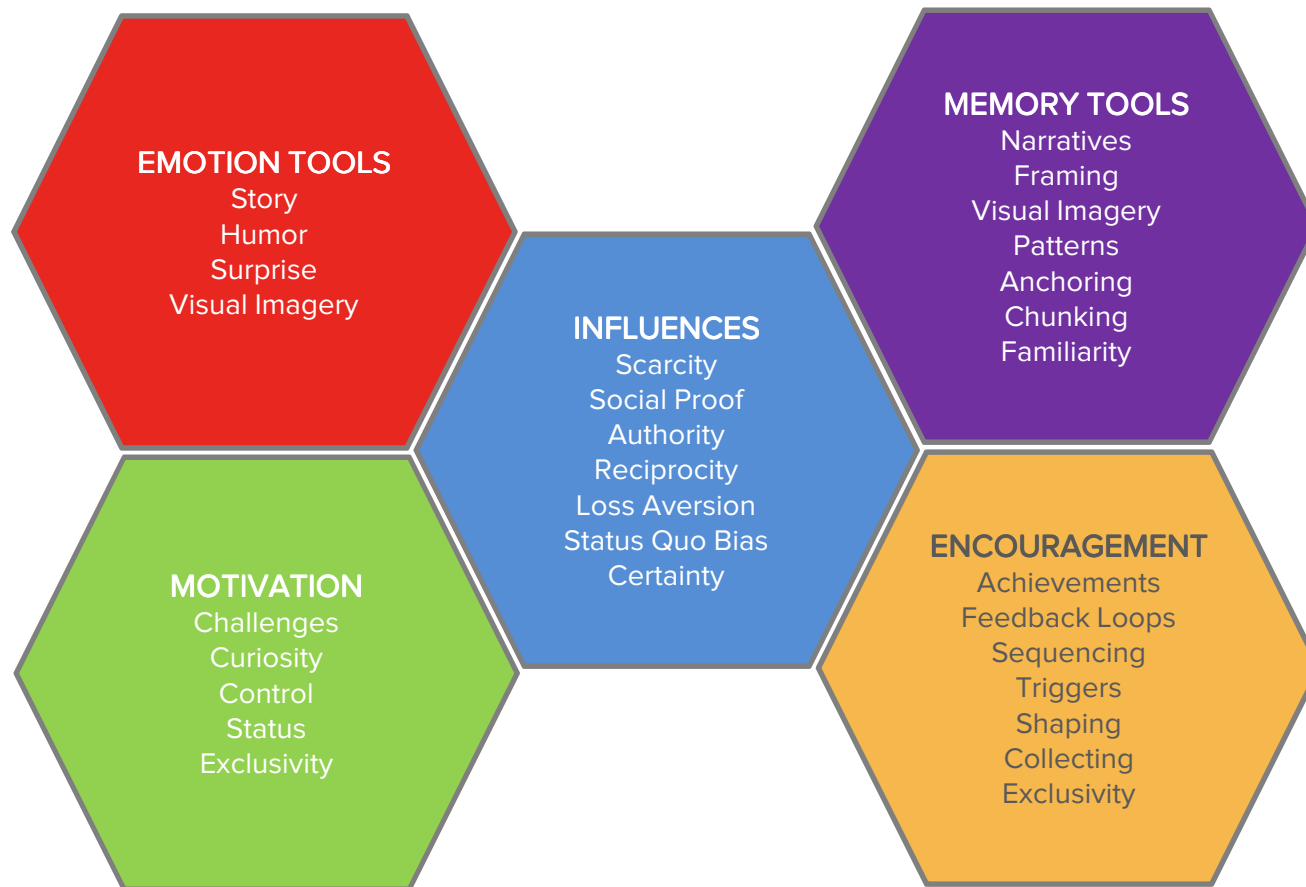**Any personal biases about the product or product space?**
Wants a lot of control over the outcome, but is out of his element. Needs to build trust before letting go.

What does the customer gain?
If the website drives results, it becomes DNA – the system builds trust in itself, and then that drives 'intuition'.

Occupation	CEO
Gender	Male
Age	51
Education	B.S. Business - UCLA

Mental Notes on Behavior

EMOTION TOOLS
Story
Humor
Surprise
Visual Imagery

MEMORY TOOLS
Narratives
Framing
Visual Imagery
Patterns
Anchoring
Chunking
Familiarity

INFLUENCES
Scarcity
Social Proof
Authority
Reciprocity
Loss Aversion
Status Quo Bias
Certainty

MOTIVATION
Challenges
Curiosity
Control
Status
Exclusivity

ENCOURAGEMENT
Achievements
Feedback Loops
Sequencing
Triggers
Shaping
Collecting
Exclusivity

Strategy: Message

- Visuals
- YOUR Voice (relatable identity)
    - Leader
    - Crusader
    - Reporter
    - Reluctant Hero
- Customer Motivation (and keywords)
- BENEFITS. BENEFITS. BENEFITS.
    - Supporting Features
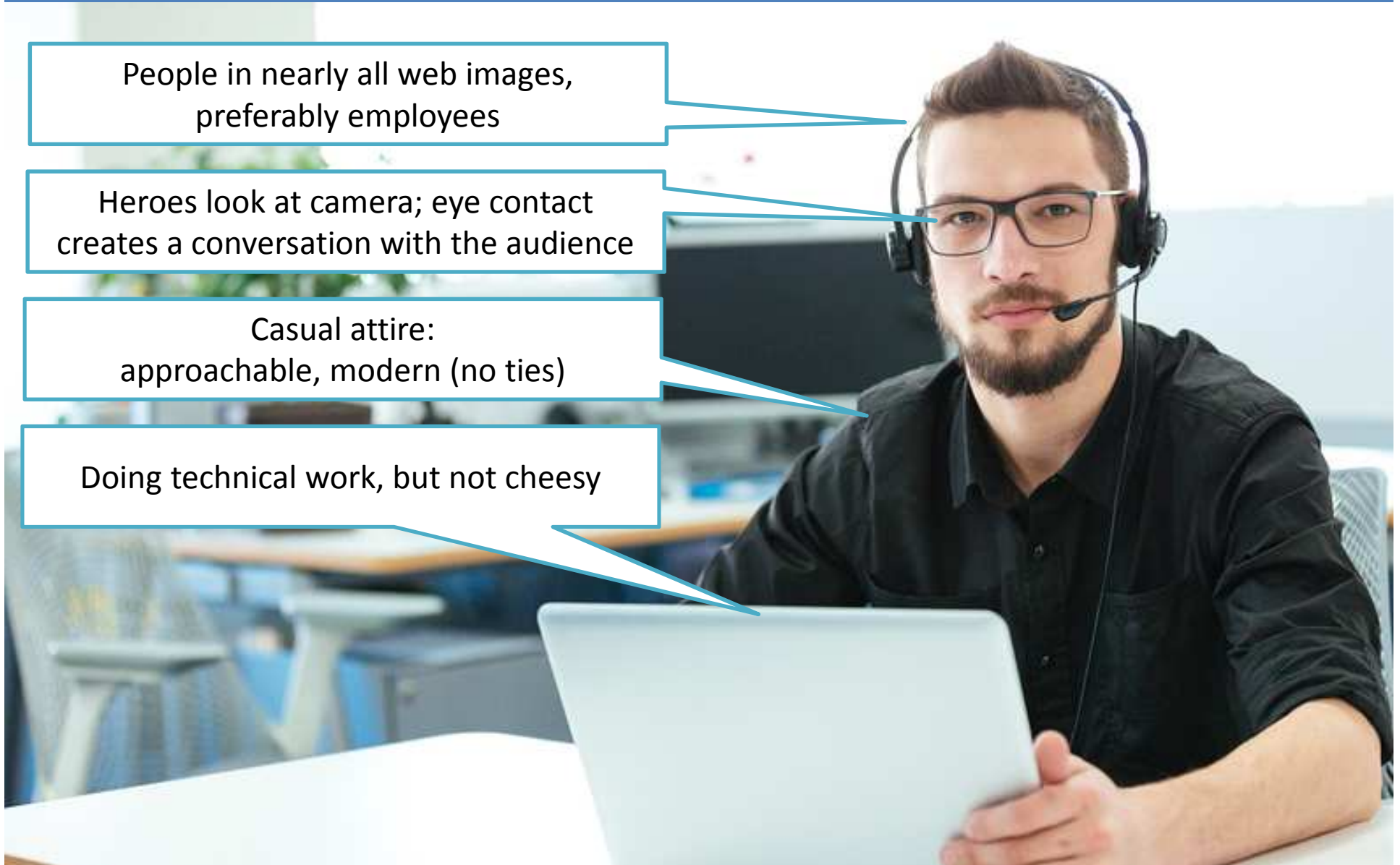
Example: Visuals

People in nearly all web images, preferably employees

Heroes look at camera; eye contact creates a conversation with the audience

Casual attire: approachable, modern (no ties)

Doing technical work, but not cheesy

Tactics: Customer Journey

Customer Expectations

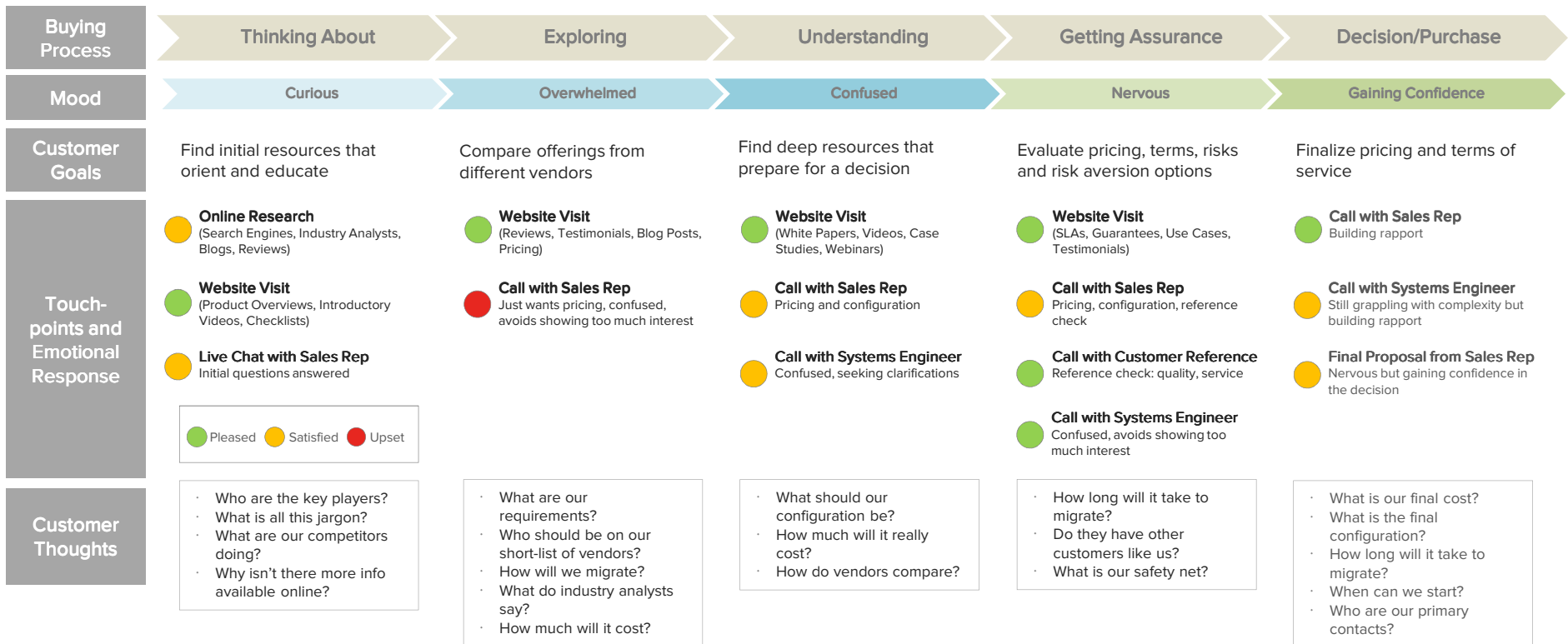|				
Easily find information & resources online to help understand technology and what is needed.	Each vendor has information online about their solutions, pricing and differentiation.	Can see & hear what customers say about their experience.	Can review configuration, pricing, SLAs.	Online & phone support for onboarding, troubleshooting.

Customer Experience Journey

Buying Process	Thinking About	Exploring	Understanding	Getting Assurance	Decision/Purchase
Mood	Curious	Overwhelmed	Confused	Nervous	Gaining Confidence
Customer Goals	Find initial resources that orient and educate	Compare offerings from different vendors	Find deep resources that prepare for a decision	Evaluate pricing, terms, risks and risk aversion options	Finalize pricing and terms of service

Touch-points and Emotional Response

Thinking About
- 🟡 **Online Research** (Search Engines, Industry Analysts, Blogs, Reviews)
- 🟢 **Website Visit** (Product Overviews, Introductory Videos, Checklists)
- 🟡 **Live Chat with Sales Rep** Initial questions answered

Legend: 🟢 Pleased 🟡 Satisfied 🔴 Upset

Exploring
- 🟢 **Website Visit** (Reviews, Testimonials, Blog Posts, Pricing)
- 🔴 **Call with Sales Rep** Just wants pricing, confused, avoids showing too much interest

Understanding
- 🟢 **Website Visit** (White Papers, Videos, Case Studies, Webinars)
- 🟡 **Call with Sales Rep** Pricing and configuration
- 🟡 **Call with Systems Engineer** Confused, seeking clarifications

Getting Assurance
- 🟢 **Website Visit** (SLAs, Guarantees, Use Cases, Testimonials)
- 🟡 **Call with Sales Rep** Pricing, configuration, reference check
- 🟢 **Call with Customer Reference** Reference check: quality, service
- 🟡 **Call with Systems Engineer** Confused, avoids showing too much interest

Decision/Purchase
- 🟢 **Call with Sales Rep** Building rapport
- 🟡 **Call with Systems Engineer** Still grappling with complexity but building rapport
- 🟡 **Final Proposal from Sales Rep** Nervous but gaining confidence in the decision

Customer Thoughts

Thinking About
- Who are the key players?
- What is all this jargon?
- What are our competitors doing?
- Why isn't there more info available online?

Exploring
- What are our requirements?
- Who should be on our short-list of vendors?
- How will we migrate?
- What do industry analysts say?
- How much will it cost?

Understanding
- What should our configuration be?
- How much will it really cost?
- How do vendors compare?

Getting Assurance
- How long will it take to migrate?
- Do they have other customers like us?
- What is our safety net?

Decision/Purchase
- What is our final cost?
- What is the final configuration?
- How long will it take to migrate?
- When can we start?
- Who are our primary contacts?

Recommendations

Ideas to Improve

Thinking About
- Lead with information
- Provide shopping checklist
- Provide high level product brochures
- Include reviews

Exploring
- Provide user case studies
- Promote testimonials with relevant products
- Offer basic pricing
- Explain configurations
- Include high level videos

Understanding
- Provide detailed user case studies with relevant products
- Offer webinars
- Include detailed videos

Getting Assurance
- Offer configuration help
- Offer simple explanation of SLA terms
- Provide good references by product

Decision/Purchase
- Walk through configuration
- Review SLAs
- Review budget
- Provide migration plan

Tactics: Attract

- Viral
- Media Relations
- Unconventional PR
- Search Engine Marketing
- Social Ads
- Offline Ads
- SEO
- Content Marketing
- Email Marketing
- Engineering as Marketing
- Target Market Blogs
- Business Development
- Sales
- Affiliate Programs
- Existing Platforms
- Trade Shows
- Offline Events
- Speaking Engagements
- Community Building

Tactics: Engage

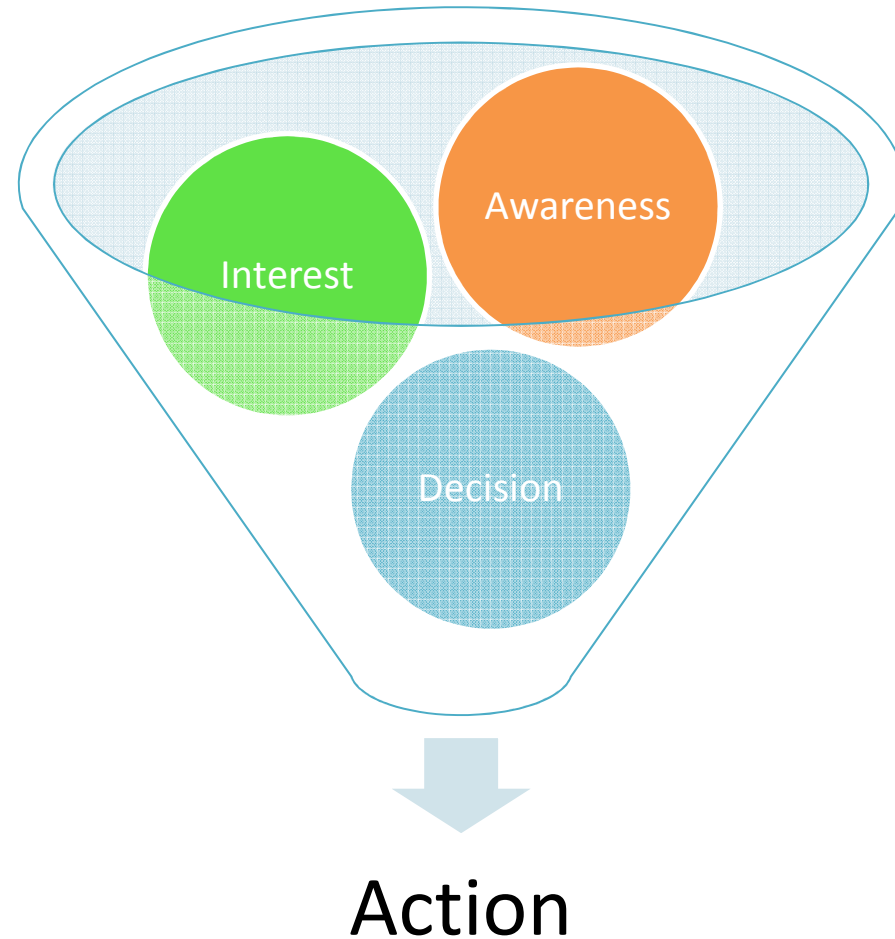- **Channels**
  Attention
- **Offers**
  Interest
- **Funnels**
  Decision
- **Conversion**
  Action

Interest

Awareness

Decision

Action

Metrics: Framework

- Set Goals

  - Specific

  - Measurable

  - Achievable

  - Relevant

  - Time Based

- Create Hypotheses

- Test

Metrics. Pay Attention.

Metrics: Iterate on Feedback

Optimize

Innovate

Q&A

Who Knows Their Stuff

- Moz.com

- ConversionXL.com

- Copyhackers.com

- Inbound.org

- TwistedPuppy.com/octagon