

# Getting Significant Results From Your Internet Presence

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Maintaining a successful Internet presence in today's business world can be a daunting task. The recent failure of countless dot-coms has brought to light many examples of what doesn't work on the Internet. After billions of dollars were lost in poorly executed web campaigns, many businesses are getting back to the basics and focusing on proven sales and marketing principles.

We've developed a 5 step process which can help any Internet marketing initiative achieve the desired results when properly executed.

## **STEP ONE** Develop an Internet Marketing Plan

Building a website without an Internet Marketing Plan would be like building your house without blueprints- a waste of both time and money. Too often, companies hand over their web initiative to the technology department, thinking that a website is a troublesome but necessary part of doing business. In reality, a properly executed Internet Marketing Plan could be your single most cost effective sales and marketing tool.

Do the following statements describe your Internet Marketing Plan?

### ***It supports your strategic business objectives***

The Internet strategy should reflect the goals and objectives of your organization.

### ***It is based on your overall marketing strategy***

The Internet strategy should be an extension of your overall marketing strategy- a powerful tool to accomplish your overall marketing goals.

### ***It reflects your company's brand and image***

You have worked hard to develop an image and brand for your organization. Make sure an ineffective website doesn't dilute your efforts.

## **STEP TWO** Convert Visitors into Customers

### **Convert Visitors Into Customers**

Small gains in your conversion rates can have enormous impact on your revenues and profits. Increasing conversion rates can help you increase your revenues and reduce marketing expenses. Here are just a few techniques that have a powerful impact on conversion rates:

#### **Emphasize your Unique Selling Proposition (USP)**

Consider what you do better than your competition and how your clients benefit from that differentiation. This should be the first message your visitor sees.

#### **Utilize expert selling principles**

The Internet may be a relatively new technology, but that doesn't change the fundamental psychology of customer buying behavior.

#### **Improve navigation and usability**

If your customers get frustrated and confused, they will go elsewhere (and most never return). Make it simple, logical, and fast.

#### **Shorten the path to the Point of Action (POA)**

Make it easy for the person who knows what they want. If it is easy, they will take action, and that means revenue.

Better conversion rates don't just mean more sales; they mean more sales without additional marketing expenses. Plus, conversion rates not only determine how much you're selling, but also tell you a lot about whether you're tuned in to the things that matter to your customers: performance, convenience, quality, value and customer service.

## **STEP THREE** Sell More, More Often

### **Sell More & More Often**

Once your site is designed with strong customer conversion techniques, you can concentrate on methods of increasing your average sale and your customer retention rates. These strategies, combined with conversion strategies, grow your revenues and profits by making it easier for your customers to buy more and more often.

Here are just a few ways to increase your average sale and maximize customer retention:

#### **Implement Cross-Selling Techniques**

Making it easier for your customers to buy complimentary products and accessories means a higher average sale.

#### **Implement Up-Selling Techniques**

Emphasizing the benefits of upgrading to the higher priced product will continue to raise the value of each customer.

#### **Improve Your Customer Service**

Answer inquiries in a timely manner, respond to customer suggestions, and implement opt-in programs. These techniques keep the customer coming back.

## **STEP FOUR** Generate Site Traffic

This is an often overlooked yet very important step in the creation of a powerful Internet marketing strategy. Once your site has been designed with strong customer conversion techniques and powerful merchandising techniques in mind, you can begin to drive traffic to the site. One key to maximizing your profits and minimizing your marketing costs is to ensure that you are attracting targeted and qualified prospects.

The following are just a few important components of an effective traffic building campaign:

*Search Engine Optimization/Management*

*Integration with Traditional Marketing Techniques*

*Viral Marketing*

*Affiliate Linking Programs*

## **STEP FIVE** Gather and Analyze Data

Every marketing strategy requires a system of performance measurement. It is essential that you use effective reporting and analysis metrics that will allow you to be pro-active with your Internet marketing techniques. The quicker you are to react to effective and ineffective methods, the sooner you will realize a significant return on your website investment.

Here are just a few questions that will be answered when data is made available to analyze and interpret your Internet marketing performance:

*Where are my visitors coming from?*

*Why are they coming to my site?*

*How many visitors are following the desired sales path?*

*Do my visitors find my pages helpful?*

*How effective are my traditional marketing efforts?*

*What is the return on my Internet marketing investment?*

## **CONCLUSION**

Our clients have had tremendous success on the Internet by following our five-step process. If you would like more information about our methodologies or would like a free site analysis, please contact us. We would be happy to discuss how our process can work for you.