

About this presentation...

Introducing some of the key principles to consider when planning an effective website strategy.



The customer journey

Awareness

Consideration

Decision

The customer journey



Becoming aware of a problem or frustration that they need to solve.

Looking for information to help them understand their problem.

The customer journey



They know what their problem is and have moved on to researching and gaining understanding of the various potential solutions.

“How do I...?”

The customer journey



They have decided on their preferred solution/approach and are now shortlisting potential suppliers to deliver this for them.

“Who can...?”

The problem with most small business websites...

- Who we are
- What we do
- How to contact us



How can we serve the needs of the customer at each stage of their journey?

Some questions to consider...



Awareness

Consideration

Decision

How does your typical customer describe their problems/challenges?

What are the common misconceptions around this?

What are the consequences of inaction?

What can we offer?

Information and education - not salesy!

Resources that help

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What are the various options the customer has to address their problem?

What are the pros and cons of these various options?

How do they decide their preferred solution?

What can we offer?

Address how your service solves their problem and is better than the alternatives

Provide resources that help them decide on their best solution



What are the criteria by which the customer will choose a supplier?

Why is choosing you the best option for them?

What information do they need to make a buying decision?

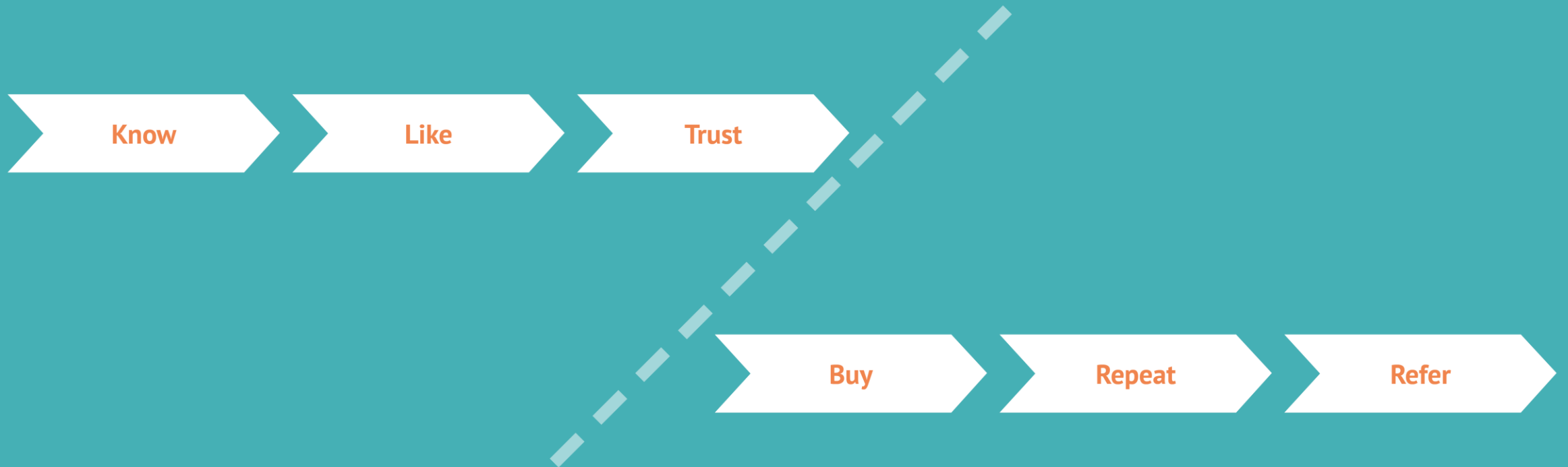
What can we offer?

Address the common objections

Demonstrate your points of difference and how you provide value over your competition

Provide the key information needed for the decision to be made

Building trust



Content planning...

- Blog/News
- FAQs
- Social media sharing and feeds
- Video
- Events
- Email newsletter
- Free resources
- How to guides
- White papers
- Case studies
- Testimonials & reviews
- Team profiles
- Buy/order buttons
- Enquiry forms
- Promotions and special offers
- Free trial offers

(Appropriate) desired action...

No dead ends... always ask “what next?”

Questions?



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