



Turn your Clicks into \$ale\$

THURSDAY, JANUARY 28 | 12 PM

Partners



About OCIE SBDC

Our services include:

- Consulting
- Training and Special Events
- Programming

Visit ociesmallbusiness.org or call (657) 256-3874



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Yesim Erez

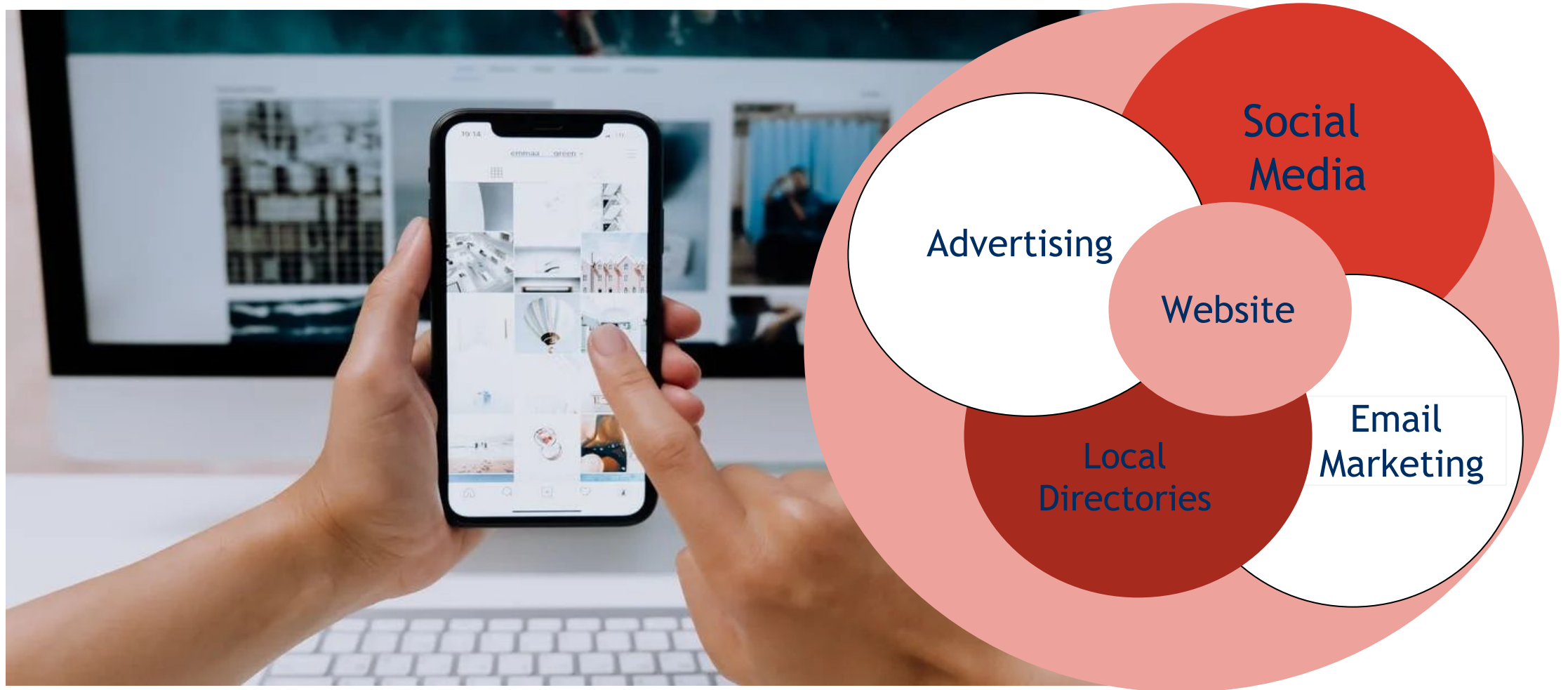
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Agenda

- Congrats! You are online. What is next?
- Harnessing the power of your website
- Communicating with social
- Local online directories
- Email campaigns



Your Digital Footprint



Your Website



Optimize Your Website

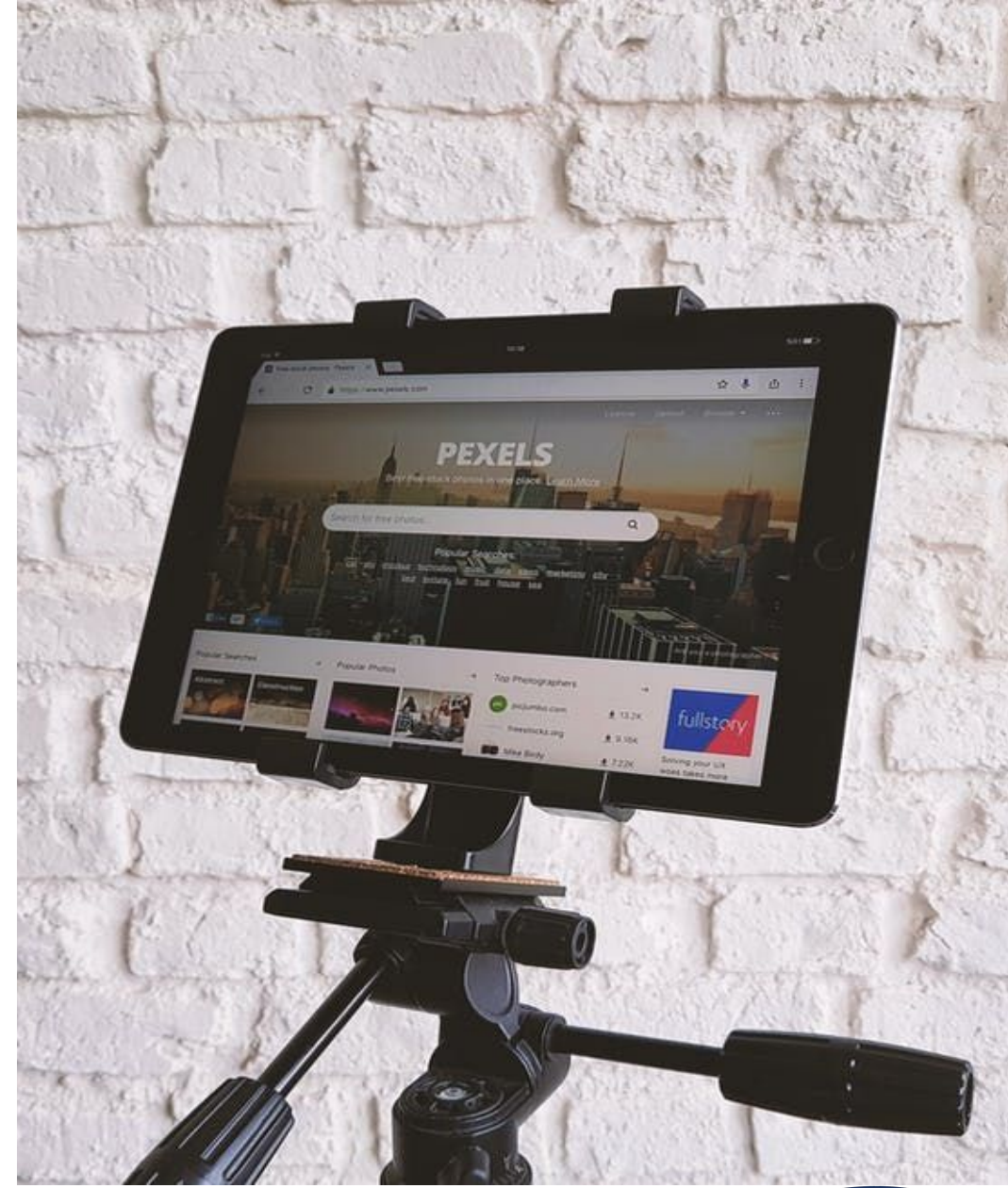


- Looks legitimate
- Central point of your digital footprint
- Communicates your WHY
- Customer centric
- User friendly
- Easy to navigate

Even if you don't sell on your website, people will check it out!

Address Your Requirements

- 1) Determine your target market(s)
- 2) Your Unique Value Proposition
- 3) Determine the purchase decisioning process and meet it online
- 4) Your calls to action



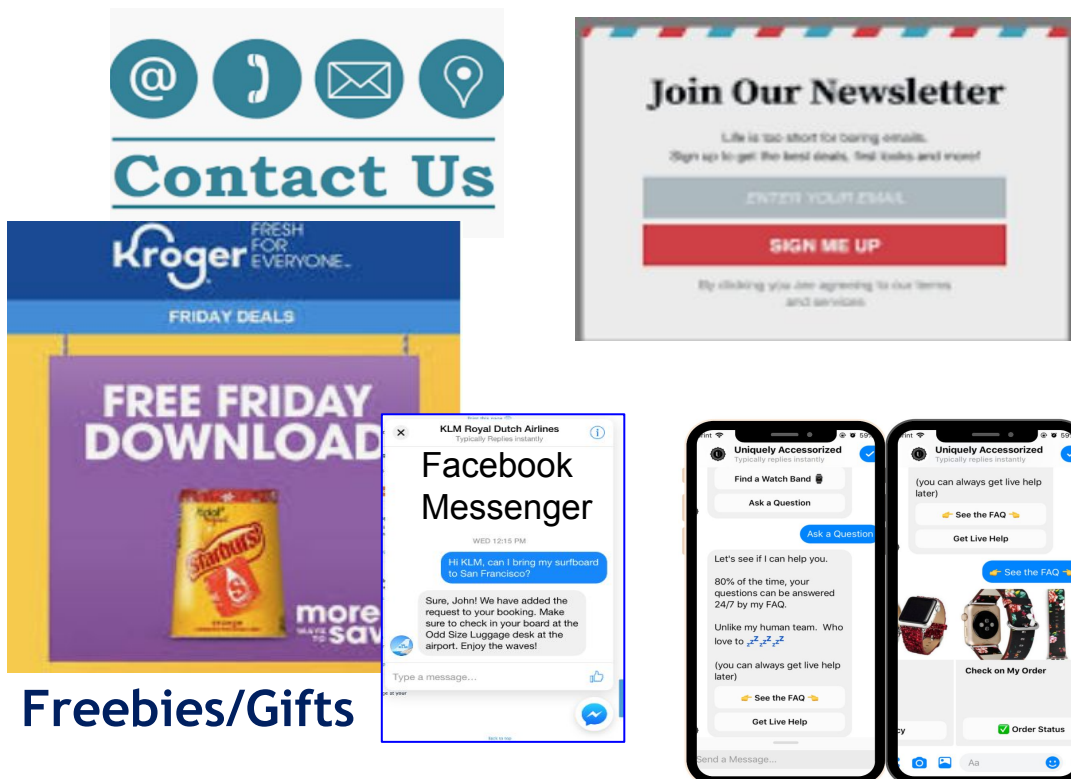
Examples of Calls To Action

- People want to take action but you need to tell them what to do
- Include offers
- Drive engagement
- Stands out from other content



CTA on Each Page that Drives to Leads or Sales

Leads/Customer Service



Freebies/Gifts

Sales \$\$\$



Consider The Purchase Decisioning Journey


Information Search

Expert Advice / Camping

How to Choose Sleeping Bags for Camping

★★★★☆ 300 Reviews

This article is part of our series: [Intro to Camping](#)








To enjoy a blissful night's slumber in the woods, you need the proper gear. That starts with selecting the right sleeping bag. The good news for car camping is that you don't have to fret about weight or having to fit your bag in a pack, so you can go as plush or roomy as you'd like.

Related: [The Best Sleeping Bags for Women of 2020](#)

Top 17 Product Ratings

Displaying 1 - 5 of 17

					
	Western Mountaineering MegaLite	Feathered Friends Hummingbird UL 30	Western Mountaineering UltraLite	Feathered Friends Swallow 20 YF	NEMO Riff 30
Awards	EDITORS CHOICE	TOP PICK	TOP PICK		
Price	\$485 List	\$429.00 at Feathered Friends	\$525.00 at Backcountry Compare at 2 sellers	\$389.00 at Feathered Friends	\$349.95 at REI Compare at 3 sellers
Overall Score	80	79	76	76	73
Star Rating	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Pros	Spacious dimensions, super comfortable, great loft, lightweight, made in the USA	Super lightweight, incredible loft, snag-proof zipper, cozy hood	Best-in-class warmth, legit draft collar, light weight, exceptional loft	Best-in-class zipper, best-in-class hood, awesome loft, great warmth-to-weight ratio	Spacious hourglass shape, innovative venting "gills", waterproof footbox, sturdy compression sack
Cons	Expensive, awkward hood, good but not great zipper	Uncomfortably narrow dimensions, bare-bones	Really pricey, kind of bulky, awkward hood closure	Narrow leg dimensions, no draft collar, heavier and	Below average warmth-to-weight ratio, bulky packed

Product Selection/ Purchase Decision

Shop by Skin Type

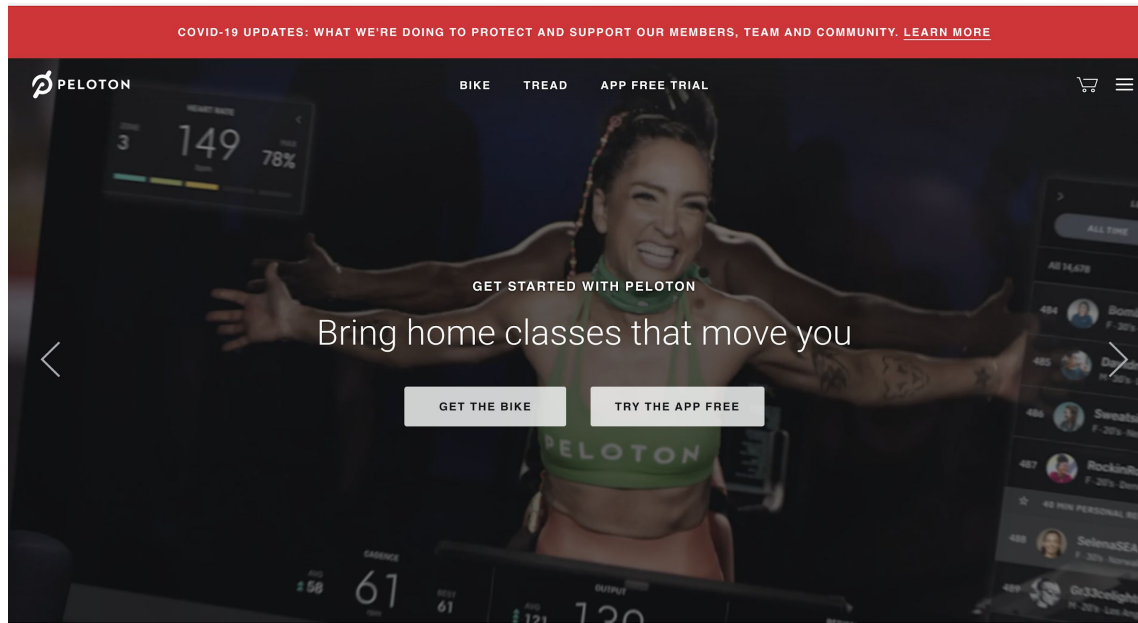


Dry Skin Oily Skin Normal Skin Sensitive Skin

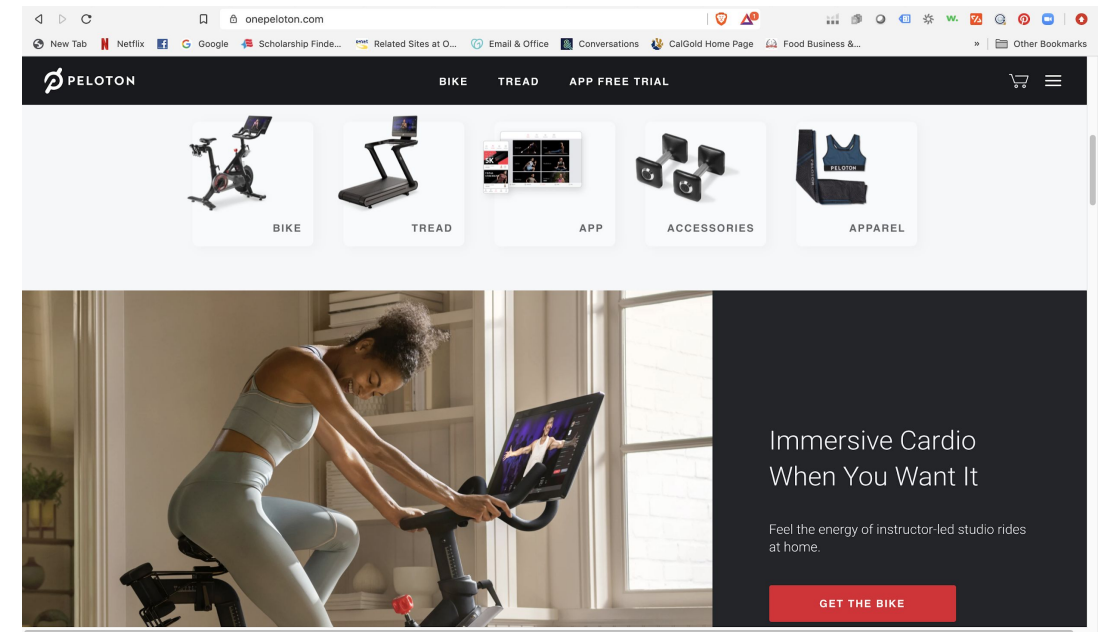
Evaluation of Products and Services

“Above The Fold”- Why It’s Important

- Content first seen
- Loads faster
- Gets the most attention



Above the Fold: Sell with emotion




Scroll down for merchandise and details like financing

Social Proof

TESTIMONIALS


THE RESULTS



"I lost 7 pounds!"

I lost about 7lbs, and it's true what someone said...day 5 is THE day... you feel more energy, see the flatter tummy and just "feel" better. My husband decided to do this with me, and he is down 10 lbs. To the rest of you that just started... You can do it!

- Faith Weekly Walley



"So easy..."


I was super skeptical about the green smoothies because I'm a very picky eater in general, but I gave it a shot, and I can honestly say that I am officially on the daily green smoothie train to stay! WOOT! Thank you for making it so easy (and delicious!) to make green smoothies a healthy habit!

- Kirsten Thompson

99designs reviews: stories from our customers

★★★★★

4.9 average from 5,650 design contest ratings



Over 425,000 people and businesses have come to us for their custom logos, websites, books and all types of graphic design. Read their reviews of 99designs to learn how great design changed their world.

CASE STUDIES OR CREDENTIALS

The Easiest Way To Get Renters Insurance

Business Educational Guide

FAQs

Coverage Calculators

Case Study:

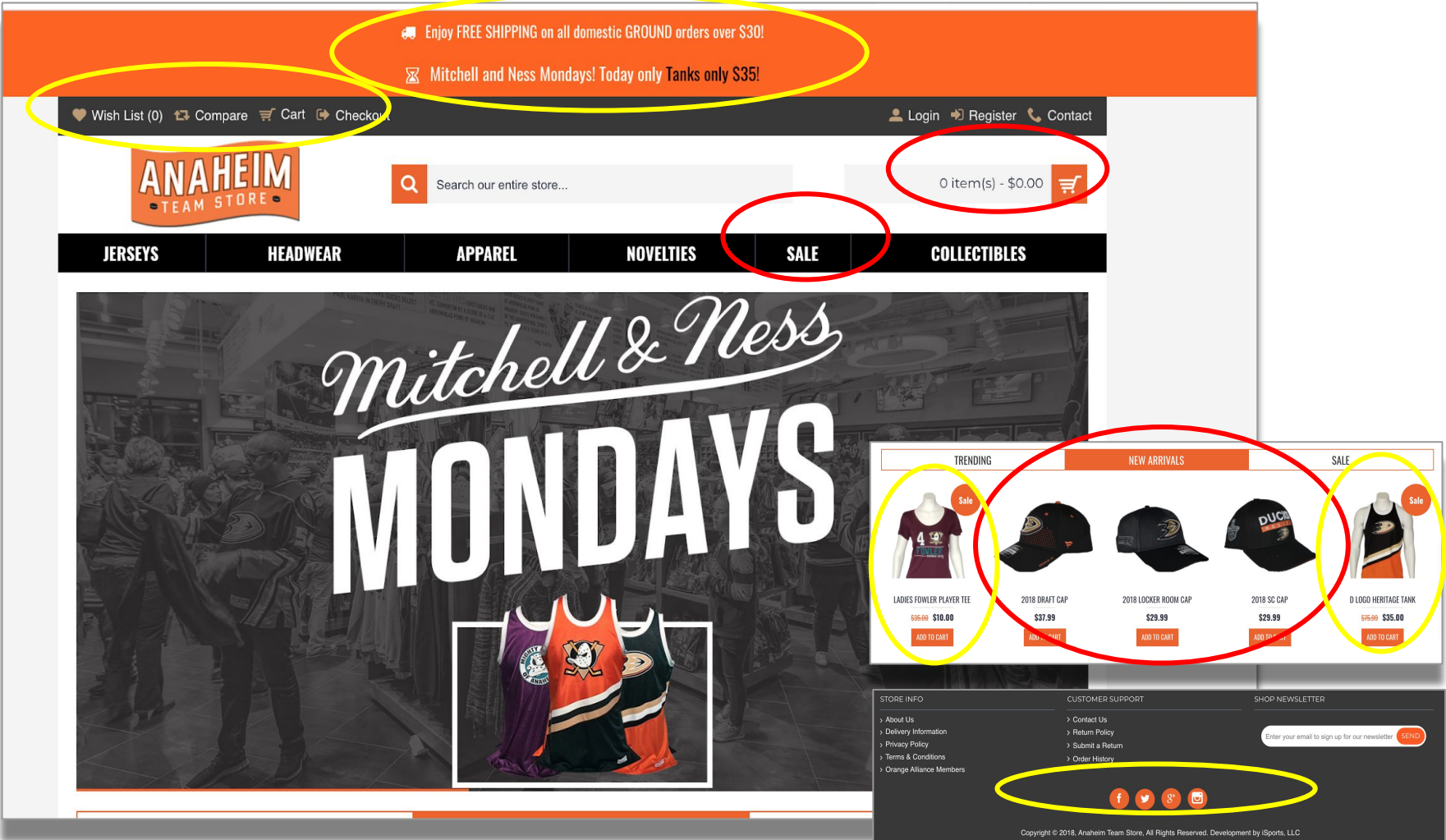
Insurance Agency Website Redesign

rowboatmedia.com

LOGOS OF BUSINESSES THAT USE YOUR SERVICES



Example: B2C Site



Example: B2C Site

USP, main call to action (CTA)

Secondary CTA

salesforce

Products Solutions Support & Services Events Resources About Us COVID-19

Unite your teams around every customer with the #1 CRM.

START MY FREE TRIAL WATCH DEMOS

1-800-667-6389 Contact Us Login TRY FOR FREE

STARTING AT \$25 PER MONTH*

* USD/user/month (billed annually). This edition requires an annual contract. Monthly pricing available. [SEE PRICING >](#)

CRM STARTER

WORK.COM

B2B Purchase decisioning process requires free trial, detail to support organizational decision making

Social Media



Communicating and Selling With Social

- Reach prospects early on in the buying process
- Drive awareness and leads
- Build authenticity and credibility
- Push for user generated content



Platforms You Should Use Depends on Your Business

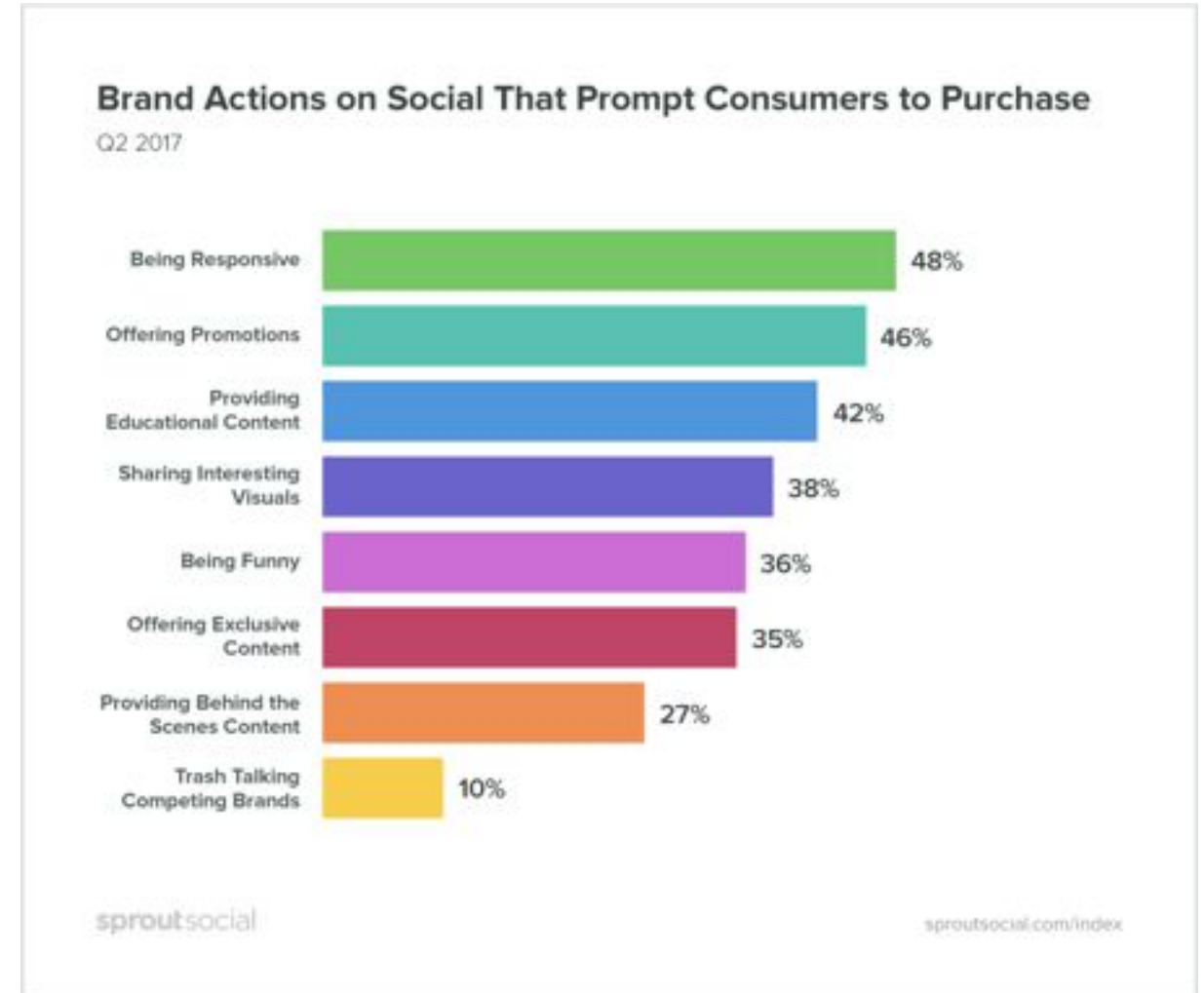
- **Image-Based Platforms:** Pinterest, Instagram
- **All-in Platforms:** Facebook, Twitter
- **Video Networks:** YouTube, Tik Tok
- **Professional, Business-Focused Networks:** LinkedIn
- **SEO and Authorship Platforms:** Pinterest and YouTube



Rule #1: Avoid Publishing Only Promotional Messages

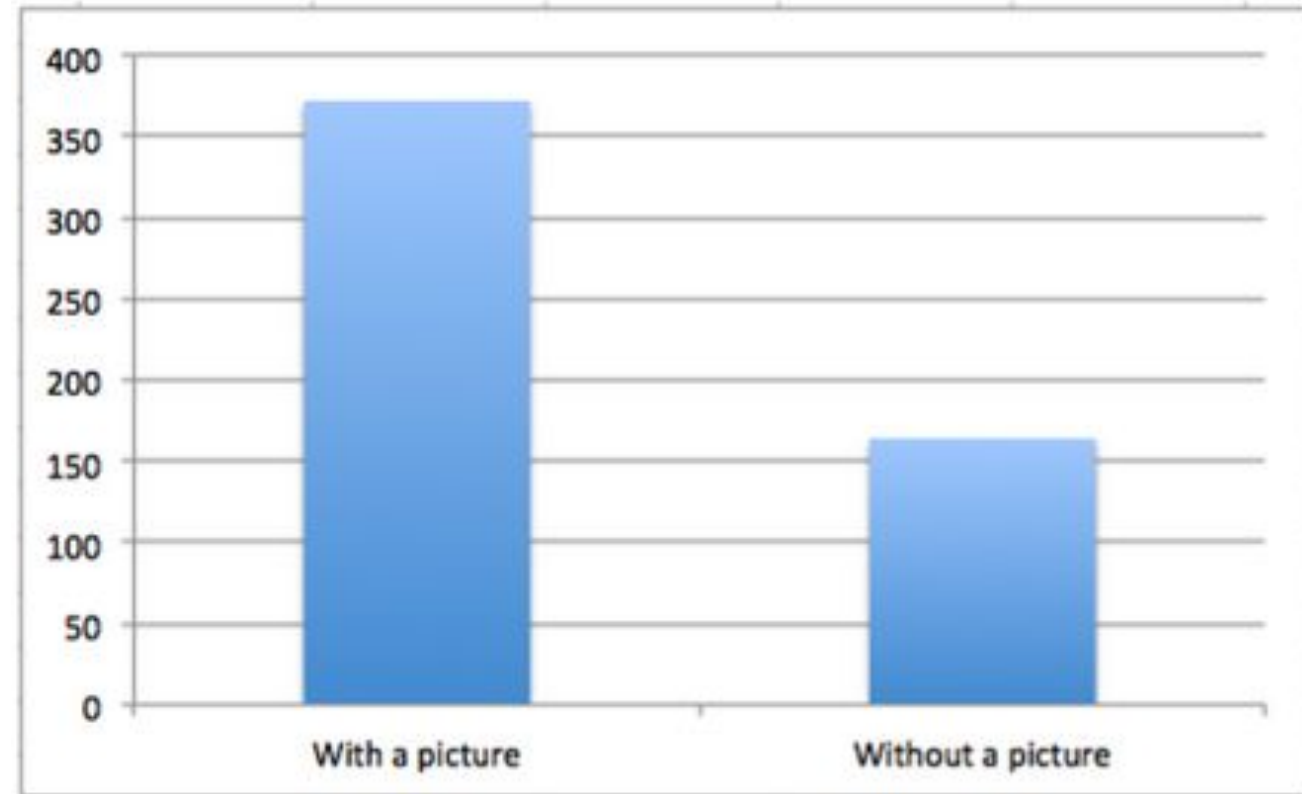
Create authentic and lasting brand awareness:

- Provide value with engagement, humor, knowledge
- Focus on content that emphasizes your personality and puts your followers ahead of a hard sell
- Make your content SHAREABLE



Rule #2: What To Look Out For

- Stick to an editorial calendar
- Really understand your customers
- Frequency of postings, time of day to post
- Engaging, not selling
- Using images or better, videos
- Driving user generated content



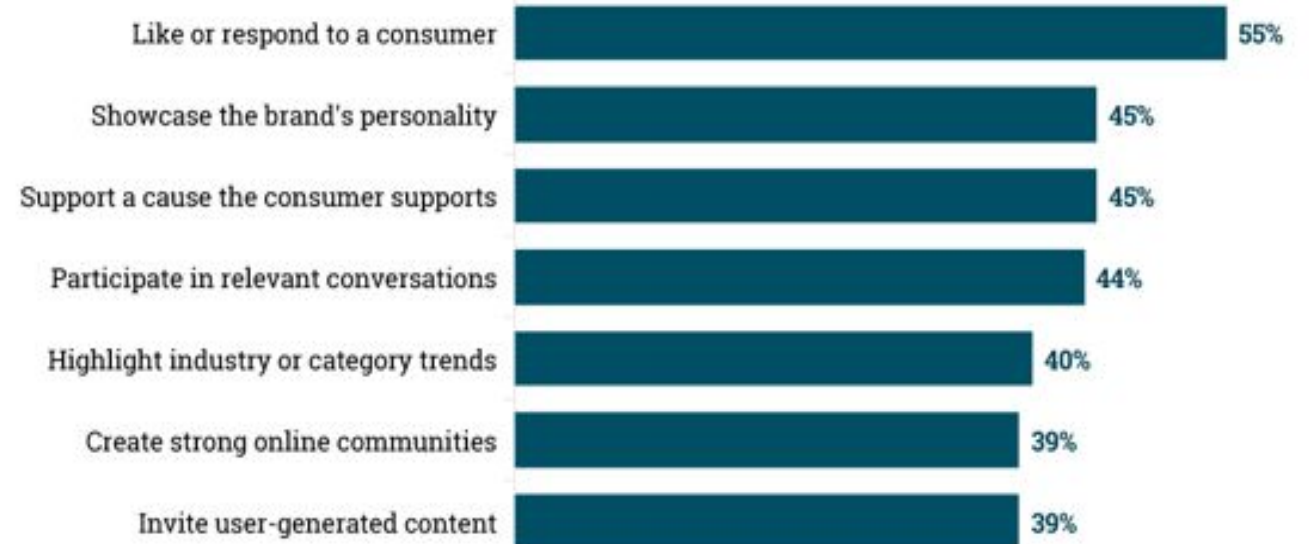
<https://buzzsumo.com/blog/how-to-massively-boost-your-blog-traffic-with-these-5-awesome-image-stats/#gs.fNkio7A>

Rule #3: Interact

Social media uniquely provides a two way platform where customers can talk with the brand.

- Know your customer (you may need to define your segments)
- Discuss topics of interest to them
- Respond to customers quickly
- Ask questions, drive interaction

Social Media Behaviors That Help Brands Connect with Consumers

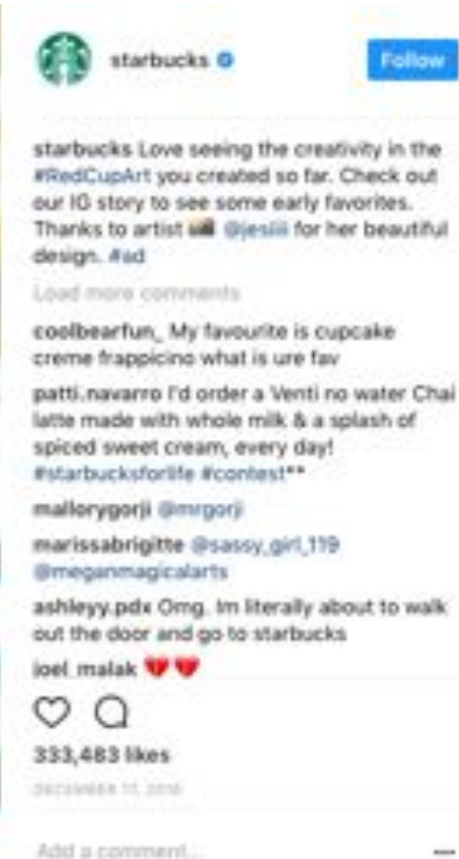


Published on MarketingCharts.com in February 2019 | Data Source: Sprout Social

Based on a survey fielded online in November 2018 among 1,013 US consumers

Rule #4- Letting Others Speak for You (User Generated Content)

We're more likely to take recommendations from friends and family members than brands when it comes time to make buying decisions



User Generated Content



- Conversations with consumers should be 2 ways.
- Higher authority when a customer or influencer endorses your brand.
- Encourage through incentives and ask for it!

Social Commerce

You can market and sell your products on social channels, and complete the loop from awareness to purchase.

Engage on Social Media

- User generated content
- 2-way communication
- Answering questions

Promote Your Products

- Paid ads
- Personalize experience through targeting

Accept Payments via Social

- In app purchases
- Facebook marketplace, buyable pins on Pinterest through integrations



Local Directories





Why Yelp?

- Connect with customers
- Be where your clients are
- Be part of the conversation
- Build on positive reviews
- Consider advertising



How Yelp Can Help Your Business

- Drive reviews
- Respond to questions
- Address reviewers by name
- Respond to feedback- both good and bad
- Make the situation right (if needed), apologize
- Always be courteous and maintain a positive tone
- Don't pick a fight
- Make it clear that you resolved the issue

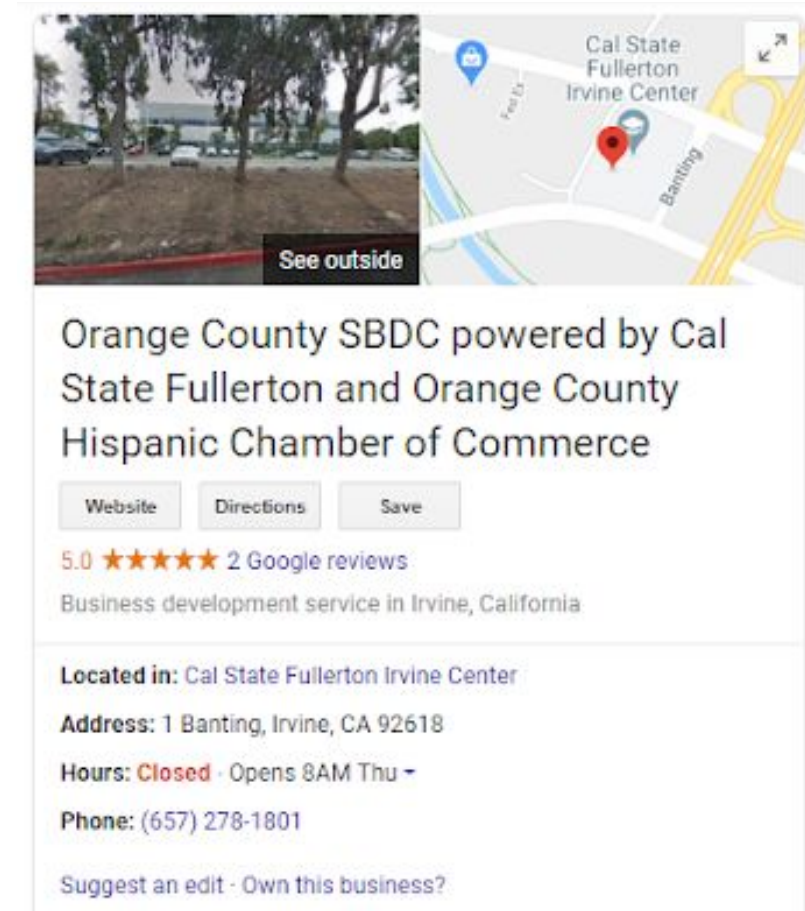


A tool which enables business owners to manage how they appear online across Google and make their business stand out.

Google Business - How and What

<https://www.google.com/business/>

- Free Business Profile
- Show up on local searches and local pack listings
- Drive customer engagement with local customers across Google Search and Maps.
- Free 1 page website
- Publish posts



Email Marketing



Customer Relationship Management

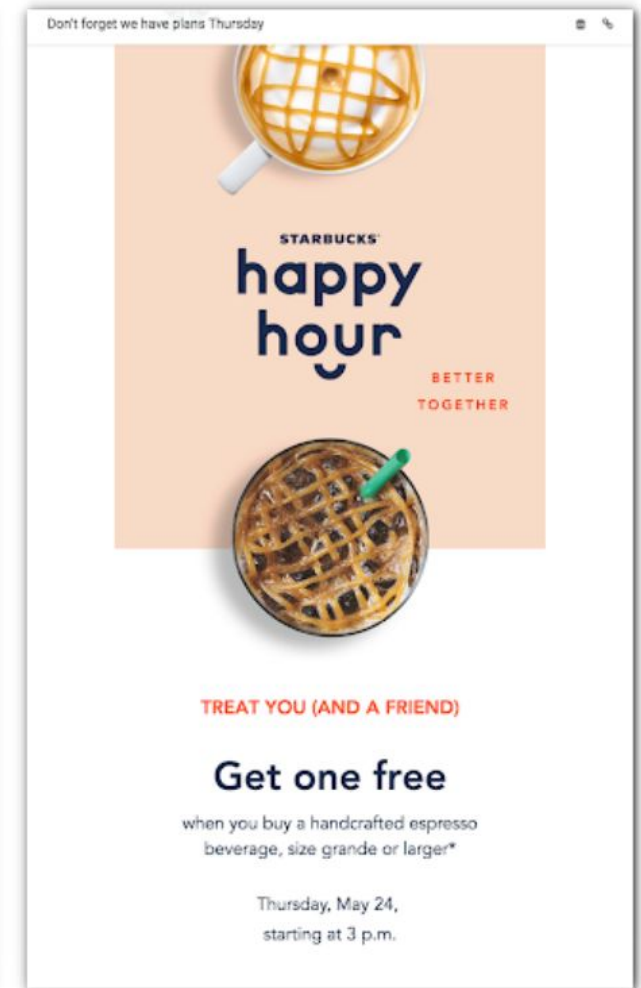
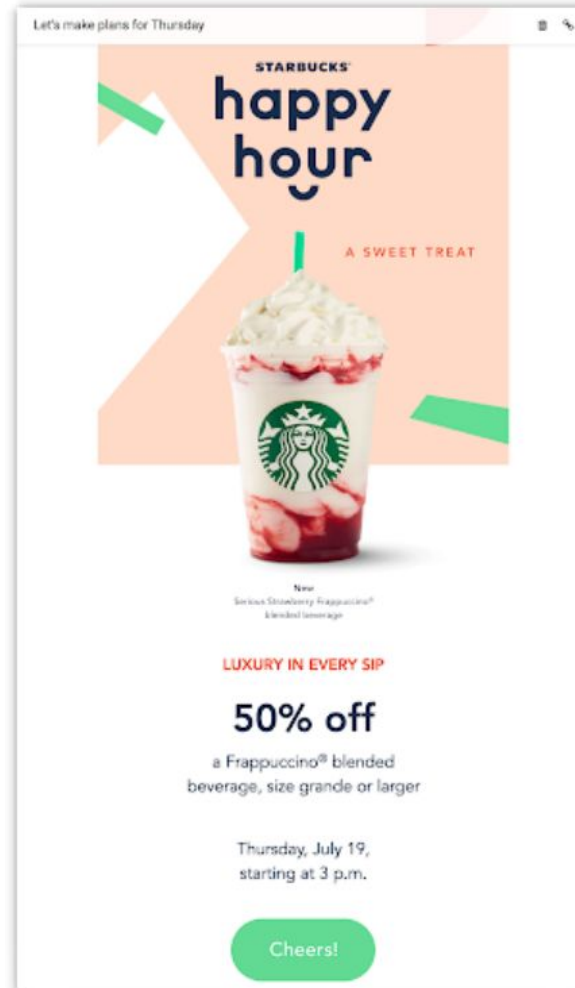
Key Questions

- How are customer records kept?
- Is there a CRM system in place with lead nurturing?
- Do you use email marketing?
- Do you systematically outreach to convert down the funnel?
- Rifle vs. Shotgun Approach: Are you using segmentation to customize the message?



Email Marketing Best Practices

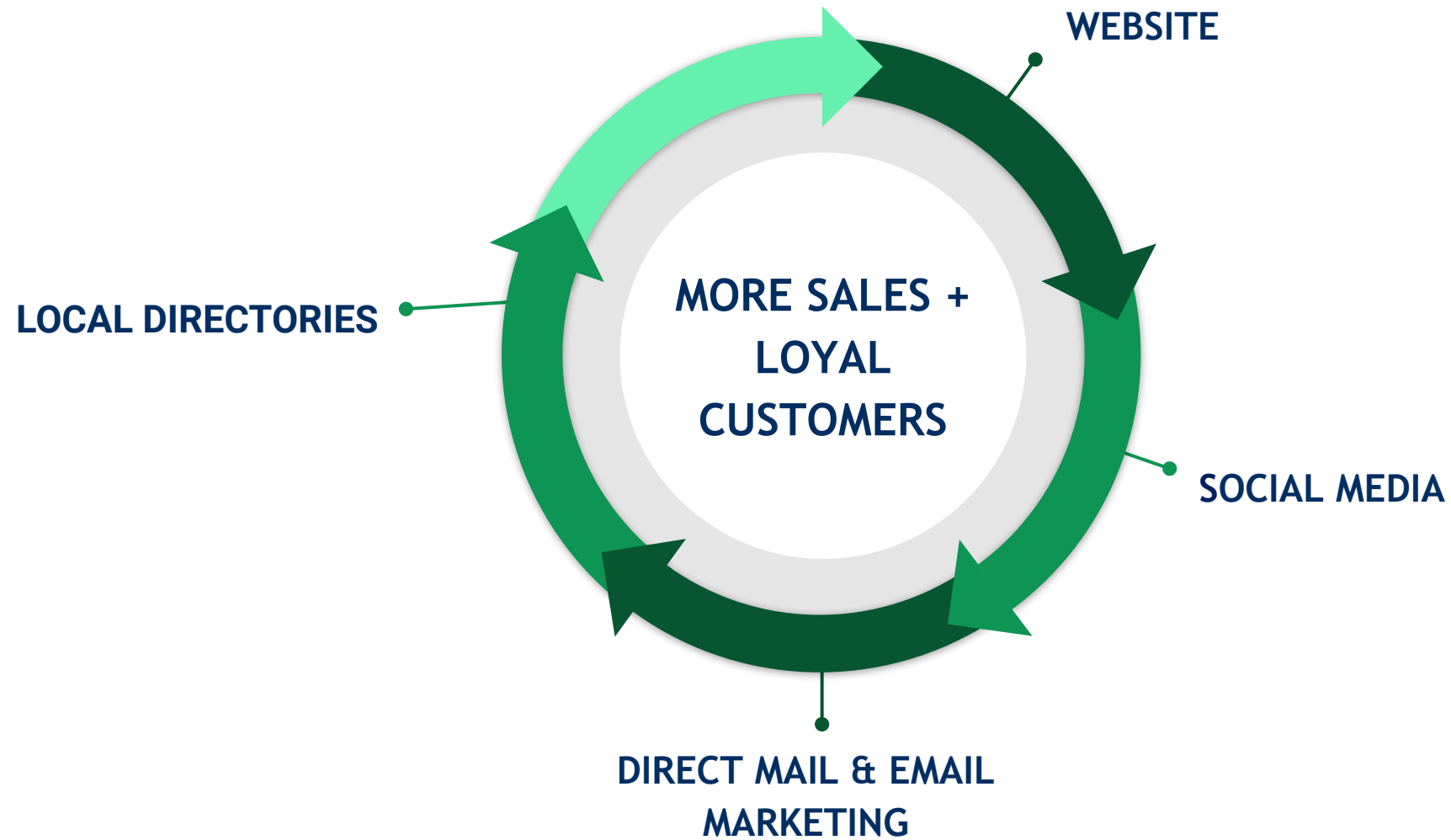
- Use an interesting subject line
- Make it short
- Optimize the **email** preview text.
- Personalize
- Keep the main message and **call-to-action** above the fold
- Use your logo and contact information
- Only use your own list, do not purchase list
- Clean your mailing list regularly



CRM & Email Marketing Providers



Connect All to Generate More Sales and Loyal Customers



Summary

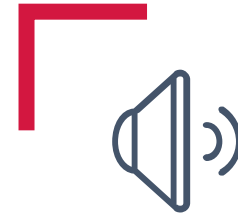
Once you build your brand and your digital footprint, there are still actions we need to perform to drive leads and conversions:

- Optimizing your website
- Using social media to communicate, sell and encourage others to generate content for your brand
- Maximize your use of online directories
- Manage customer relationships using outreach, including email campaigns

We're
Here to Help



Accurate Information



Answers to Your Questions



Step-by-Step Guidance

Contact Us!

(657)-256-3874 | ociesmallbusiness.org

