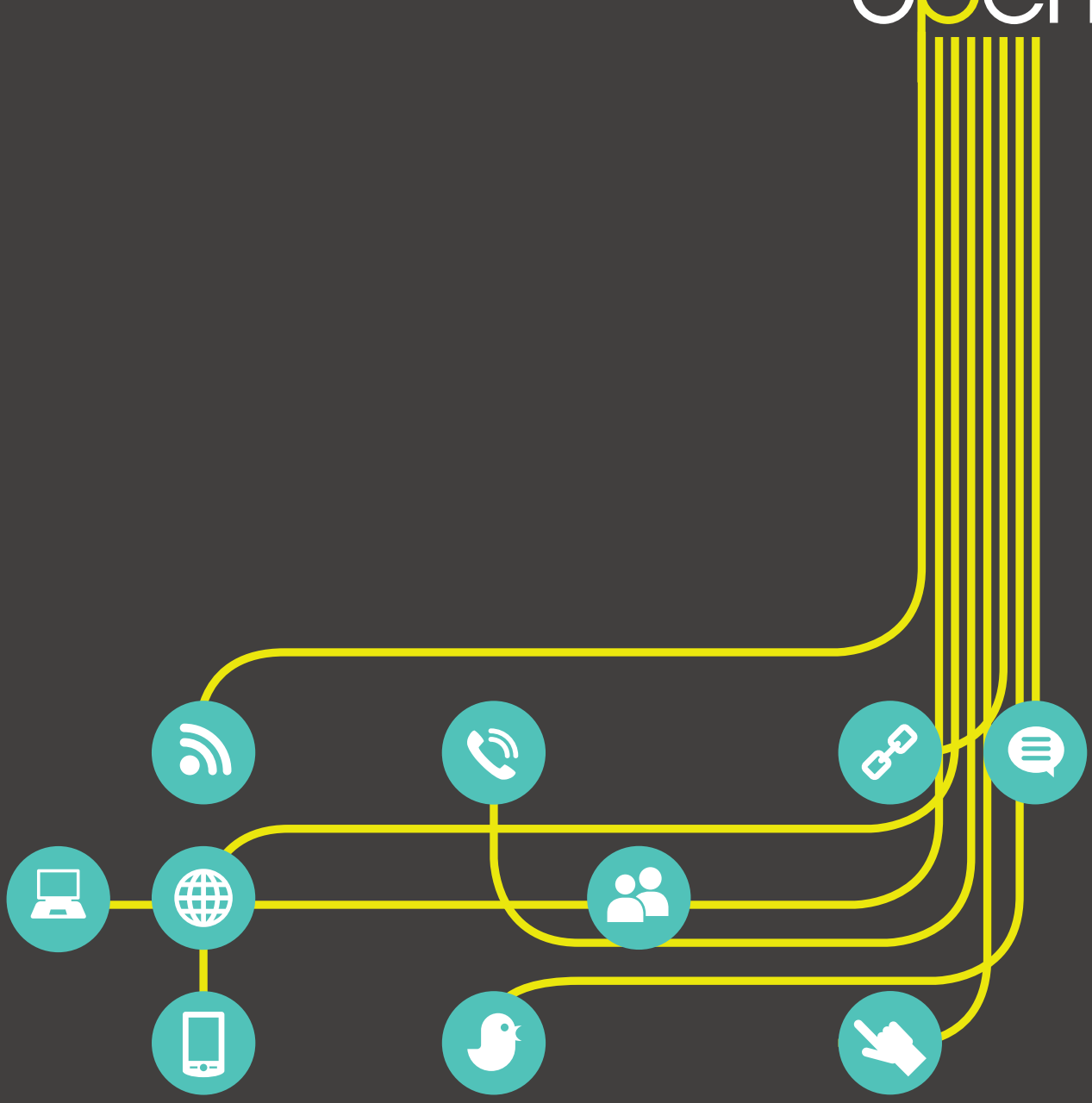
wide open BRAND STRATEGY CREATIVE



HOW TO MAKE MONEY FROM YOUR WEBSITE

Parts 1 & 2

wide open BRAND STRATEGY CREATIVE

HOW TO MAKE MONEY FROM YOUR WEBSITE

WHO USES THE INTERNET 3

WHAT DOES A WEBSITE DO?. 4

WHAT A WEBSITE CAN'T DO 5

HOW TO DEVELOP A GOOD STRATEGY. 6

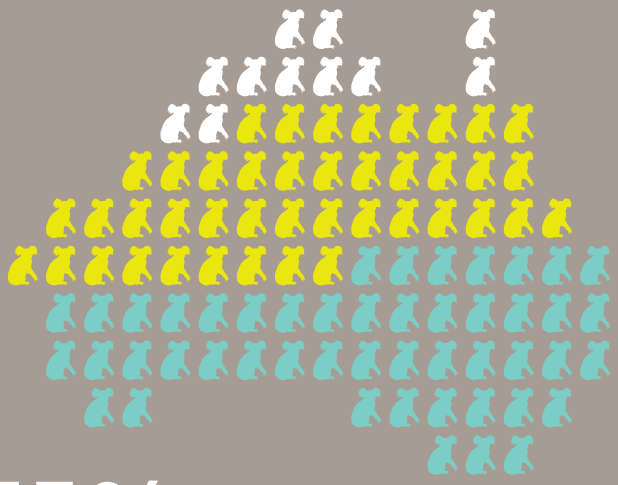
1. IDENTIFY YOUR TARGET MARKET 7
2. CHECK YOUR MARKET OFFERING 8
3. ANALYSE YOUR BUSINESS PLAN. 9
4. CHOOSE YOUR WEBSITE SOFTWARE. 10
5. IDENTIFY YOUR COMPETITION 11
6. MAKE A SKETCH ONLINE MARKETING PLAN 12
7. CHOOSE A SUITABLE DESIGN 13
8. IMPROVE YOUR GOOGLE RANKING 14
9. IMPLEMENT MARKETING PLANS 15
10. KEEP AT IT!. 16

WHO USES THE INTERNET

There are over
2,802,478,934
INTERNET USERS

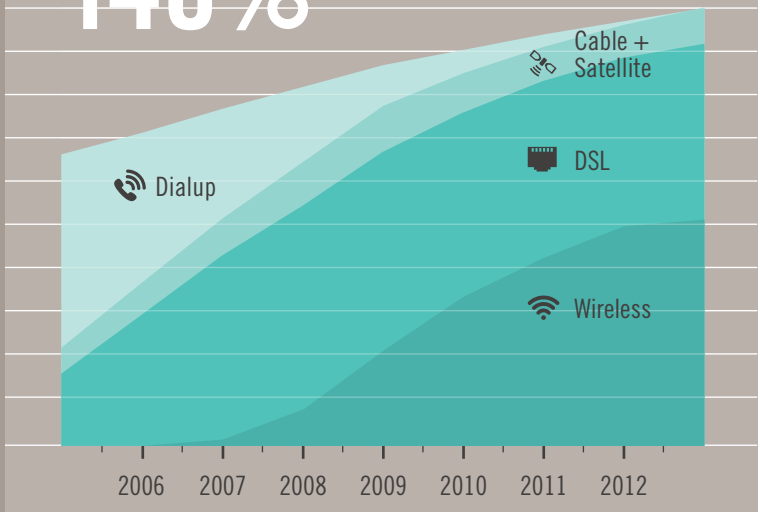
Which is **39%** of the
POPULATION OF EARTH

88.8% of Australians
USE THE INTERNET



55% of all internet users
USE IT DAILY

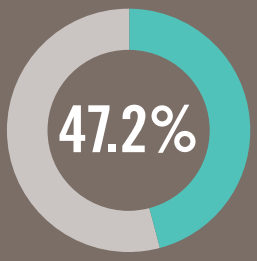
Australian domestic use has increased by
140% **SINCE 2006**



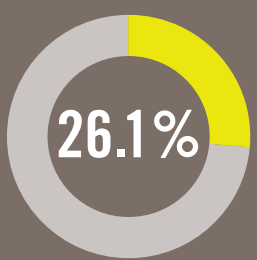
In **2012-2013** financial year Australian businesses receiving online orders made
$246 billion

53% of businesses placed orders

30% of businesses received orders



of businesses have a
WEB PRESENCE



of businesses have a
SOCIAL MEDIA PRESENCE

WHAT DOES A WEBSITE DO?

There are some common **MISCONCEPTIONS** about what websites do, and a lot of **WASTED OPPORTUNITIES.** **So, let's get one thing straight:**

WEBSITES DO NOT HELP YOU TO AVOID WORK.

Many companies come to us expecting to develop a website and with no further effort money will pour in.

The truth is that a website is a tool in your marketing strategy, and in order to use this tool you need to put effort into it. By putting the right effort into your website it can become an extremely powerful tool for your business.

WHAT A WEBSITE *CAN* DO:

CONVEY INFORMATION ABOUT YOUR BUSINESS

Important information regarding your product can be conveyed in your website. Aim to give your customers all the information they need to make a purchase, especially when selling products online (ecommerce). If a customer has to call you in order to make their final choice, then you're not giving enough information online. This also avoids return orders, which cost you time and money.

GIVE CLIENTS A WAY TO CONTACT YOU

There are a range of ways that people can contact you through your website, from interactive solutions such as online email and live chat, through to providing details on a contact page. When a customer contacts you, we try to provide an opportunity to get their contact details from them, so you can contact them with further incentives and opportunities to purchase your products/ services in the future.

RECORD TRAFFIC THROUGH YOUR SITE

Google Analytics is a handy tool to track the traffic traveling through your site. It provides a host of useful information such as where in the world users are located, if they got their through a Google search or other specific methods, and what pages they visited while they were there. These tools are helpful in monitoring your marketing strategies, helping you to see what approaches are working best and what needs revising.

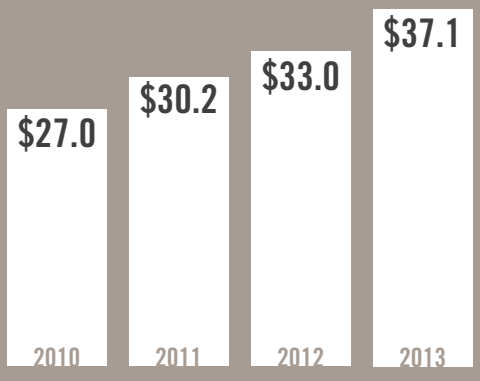
COLLECT CONTACT INFO FROM LEADS

Providing opportunities to collect a potential or existing customer's contact details is a great way of developing a database of interested parties to contact in the future. This information can be used to develop a relationship with a customer, and inform them about special offers and other incentives to use your services or purchase your products again in the future.

PROVIDE STORE FOR PEOPLE TO BUY PRODUCTS (Ecommerce)

If you're selling a standardised product or service you may be in the market for an ecommerce website. Online shopping is an increasingly preferred way for buyers to purchase these days, causing the shut down of many shop outlets in shopping districts. You may be able to meet or better your competition by setting up an online store.

AUSTRALIAN ECOMMERCE SALES (billions)



WHAT A WEBSITE *CAN'T* DO:

MAGICALLY ATTRACT BUSINESS

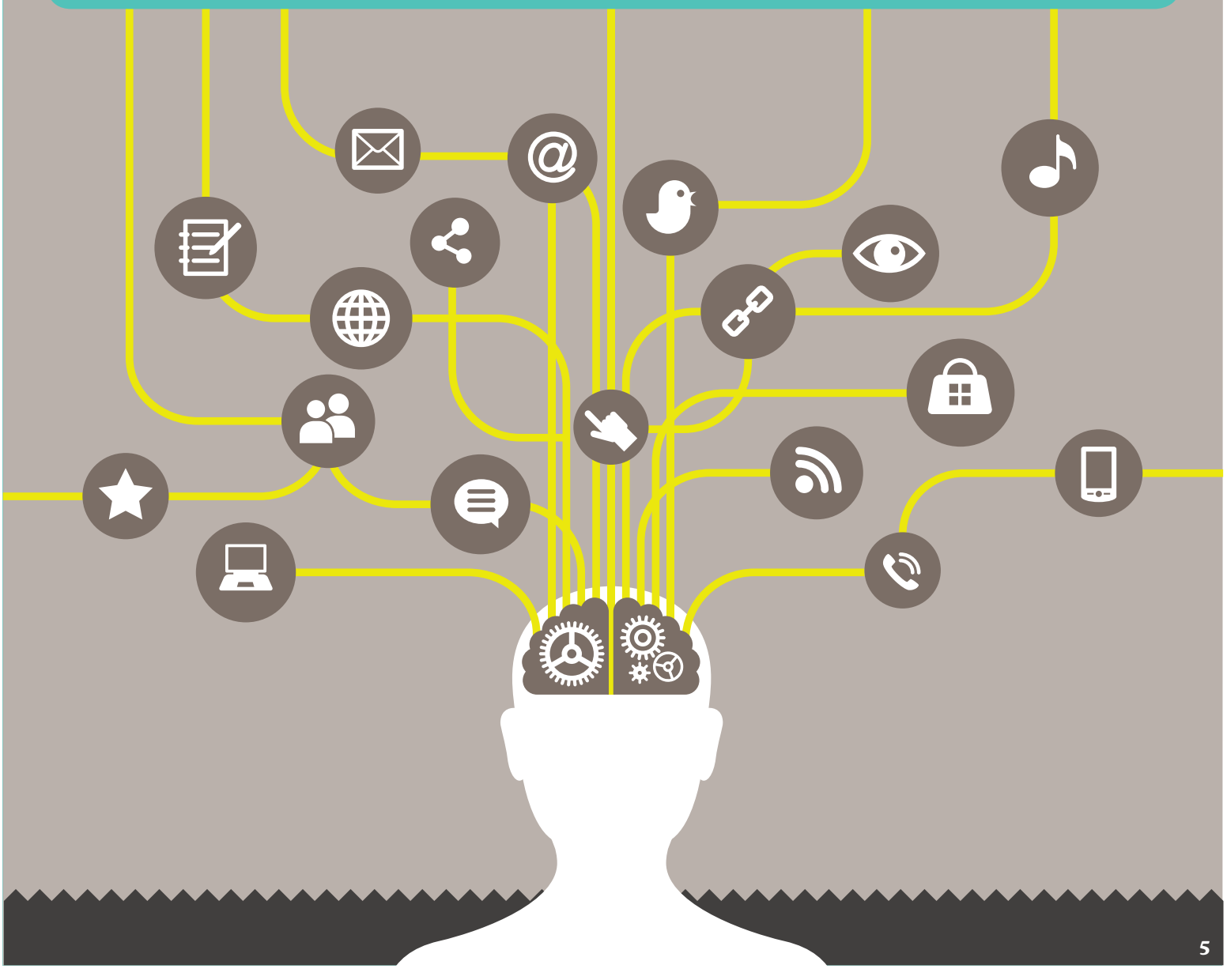
PASSIVELY GENERATE AN INCOME

CONTACT YOUR TARGET MARKET

YOU HAVE TO DO THIS

HOW?

WE CALL THIS "STRATEGY"



HOW TO DEVELOP A GOOD STRATEGY

At Wide Open we've developed a **10 STEP GUIDE** to developing a sound marketing strategy to get your website up and running and making money for you:

10 STEP GUIDE TO A MONEY MAKING WEBSITE

1. IDENTIFY YOUR TARGET MARKET
2. CHECK YOUR MARKET OFFERING
3. ANALYSE YOUR BUSINESS PLAN
4. CHOOSE YOUR WEBSITE SOFTWARE
5. IDENTIFY YOUR COMPETITION

ANALYSIS

6. MAKE A SKETCH ONLINE MARKETING PLAN
7. CHOOSE A SUITABLE DESIGN

CREATE WEBSITE

8. IMPROVE YOUR GOOGLE RANKING
9. IMPLEMENT MARKETING PLANS
10. KEEP AT IT!

LAUNCH CAMPAIGN

To find out more about how our strategies can help your business contact us:

anthony@wideopenmedia.com.au *+61 (0)2 9282 9359*

1. IDENTIFY YOUR TARGET MARKET

WHO IS YOUR TARGET AUDIENCE?

Knowing who you're targeting helps you to understand where you'll find them.

In order to know your target market it's important to understand the problems you solve, regardless of whether you offer a product or a service. **Your market are those whose problems are solved by what you offer.**

BUILD A PROFILE OF YOUR TYPICAL CUSTOMER

Here are a list of questions to get you started:

- *Who buys your products/services?*
- *What is their age and gender?*
- *What do they do for a living:*
- *What is their annual income?*
- *What is their education level?*
- *Where do they live?*
- *How often do they use a computer?*
- *When was the last time they purchased a product or service online?*
- *What forms of social media do they use?*
- *Do they have a family?*
- *What kind of news/magazines do they read?*

> ***"The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself."***
>
> **Peter F. Drucker**

At Wide Open we guide our clients through the process of understanding who will buy their products and services, to develop a targeted marketing strategy.

anthony@wideopenmedia.com.au ***+61 (0)2 9282 9359***

2. CHECK YOUR MARKET OFFERING

WHAT DO YOUR CUSTOMERS REALLY WANT?

Giving your customer a **GREAT EXPERIENCE** is something that customers value highly, and which may earn their loyalty.

Some points to check for your website are:

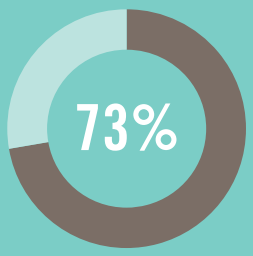
- *Is it easy to find information about your product / service?*
- *Is the information comprehensive enough to make their visit to your website worthwhile?*
- *Are you providing easy/cheap delivery?*
- *Is it easy to find what your customers are after on your website?*
- *If your product/service cannot be bought online, are you making your customer experience as easy as possible? How can you improve their experience?*
- *Have you made it clear that you understand their needs and problems?*

CUSTOMER ATTITUDES

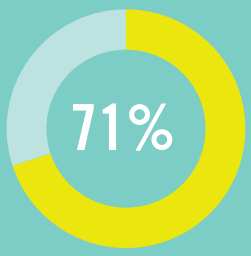
It takes **12 POSITIVE SERVICE EXPERIENCES** to make up for **1 NEGATIVE EXPERIENCE**

CUSTOMERS ARE HAPPY

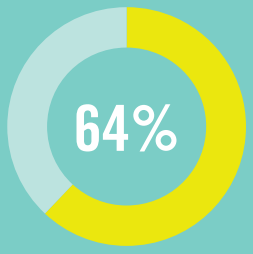
with businesses when they:



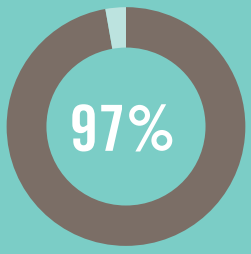
Know expectations



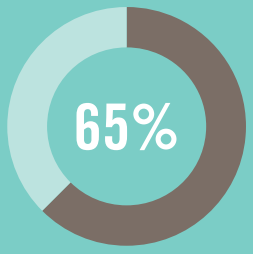
Anticipate needs



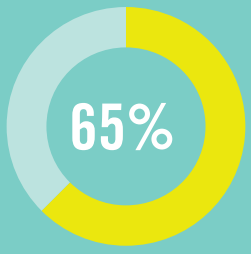
Anticipate problems



Say thank you



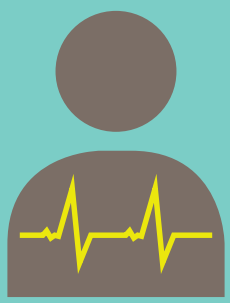
Ask for feedback



Exceed expectations

90%

of customers value the ability to communicate with a **LIVE PERSON**



We are familiar with the best and latest techniques in improving your customer's online experience. To find out more about how we can help your business contact us:

anthony@wideopenmedia.com.au *+61 (0)2 9282 9359*

3. ANALYSE YOUR BUSINESS PLAN

Every business should have a **WELL DEVELOPED BUSINESS PLAN**, with time lines and aims. At this stage of analysis look at how website development model aligns with your business plan's aims. Here are a few considerations relevant to your business plan you need to make:

WHAT A WEBSITE *CAN* DO:

WORKLOAD

You may need to take on more staff at some stage to manage the increased workload presented by the growth of your business. Alternatively you may not be able to afford to make certain steps until you have reached certain fiscal goals. Make sure your calculations add up.

NEW CAPABILITIES

Many of our clients discover their business is able to perform certain new roles through the online capacity, for example coordinating international communications, or selling products which can be delivered digitally, eliminating the need for mail deliveries. Discussing at length the range of capacities your website can provide for you is wise in the early stages of your website development.

WHAT IS MANAGED ONLINE?

Certain aspects of your business management may move to an online environment. For example an ecommerce site has the capacity to track orders and stock quantities and well as record a database of contacts. This may mean changing some of the systems you currently utilise in your business. How will this effect you and will forward planning be required to plan for these changes?

THINGS DON'T HAPPEN INSTANTLY

It takes time to learn how to use your website to it's full capacity and for your marketing plans to mature into sales. Staff training, data entry and digital image uploads may be required. Make sure you have made time and financial allowances for these delays.

> *"Always plan ahead. It wasn't raining when Noah built the ark."*
>
> **Richard Cushing**

At Wide Open we know exactly the kind of things you need to be prepared for and are able to assist you through a gentle transition to an online business. To find out more contact us:

anthony@wideopenmedia.com.au *+61 (0)2 9282 9359*

4. CHOOSE YOUR WEBSITE SOFTWARE

Every website that enables you to change content on your own does so by using software called a **CONTENT MANAGEMENT SYSTEM** (CMS). At Wide Open we use **WORDPRESS** and **MAGENTO** (ecommerce) to build our websites in. They are both very easy and flexible management systems.

We are able to provide you with comprehensive information on what software is best for your needs.

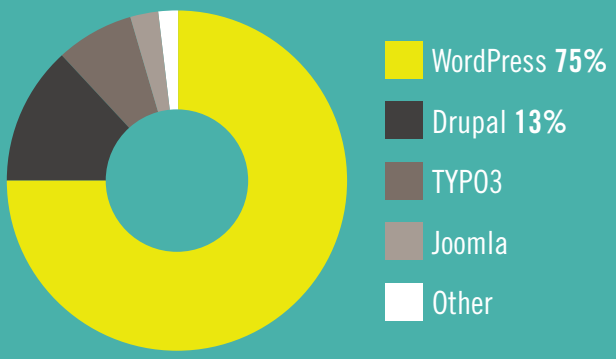
WordPress

WORDPRESS is very broad software which is extremely user friendly and flexible. We use this software with most of our websites.

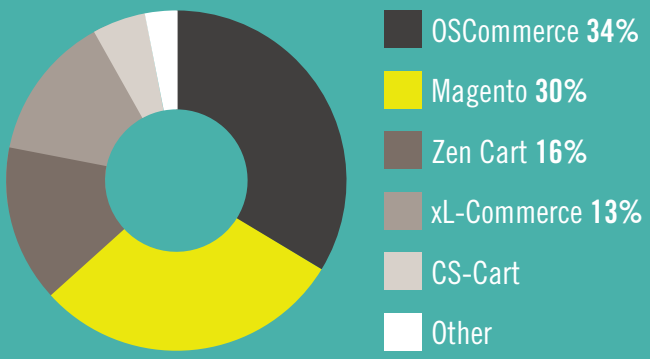
Magento™ Open Source eCommerce

MAGENTO is a more complex system built to help ecommerce websites. However not all ecommerce sites require such an advanced piece of software and can be run effectively with Wordpress.

Popularity of
CONTENT MANAGEMENT SYSTEMS



Popularity of
ECOMMERCE PLATFORMS



Our experience with content management systems and ecommerce put us in the ideal position to advise you on the best software for you. To find out more contact us:

anthony@wideopenmedia.com.au *+61 (0)2 9282 9359*

5. IDENTIFY YOUR COMPETITION

KNOW YOUR COMPETITION

- *Do you know who your competitors are and have you visited their websites?*
- *What **DIFFERENTIATES** you from them?*
- *Why would your customers choose you instead of your competition?*

It's important to make sure the qualities that **DIFFERENTIATE** you from your competition are represented in some way on your website. Make this part of the design brief for your web designers.

Looking carefully at your competitor's websites can also help to inform you of ways that they have found to provide their customers with a satisfying experience. This kind of analysis is very informative for you to make decisions about the structure of your website.

There are a multitude of ways your **COMPETITOR DIFFERENTIATION** can be expressed through web design. Here are just a few of the tools we have utilised to express our clients' special marketing difference:

VIDEOS

We have produced numerous product and company videos for our clients. Using expert equipment, technicians, writers and editors, we incorporate animated and graphic features to create a polished professional piece for your business.

TESTIMONIALS

Asking happy customers to write their own personalised experience of your business is an effective way of communicating to your target market what you can do to help them, with the advantage of instilling trust and reliability.

TAG LINES

A punchy, succinct tag line to accompany your business name and logo can convey the core principle of your business. Many tag lines become synonymous with the business name, reinforcing brand satisfaction in your market.

ANIMATED SLIDESHOWS

Animated slideshows can combine images and text to convey a story about your company. Complex ideas are expressed using effective graphic and language devices, created by our expert team of copy writers and designers.

> **2nd Reason 8 out of 10 Businesses Fail:**
> ***No real differentiation in the market.***
>
> **Eric Wagner**

Researching the competition enables us to position our clients in the most suitable place in the market. To find out more about how we can help position your business contact us:

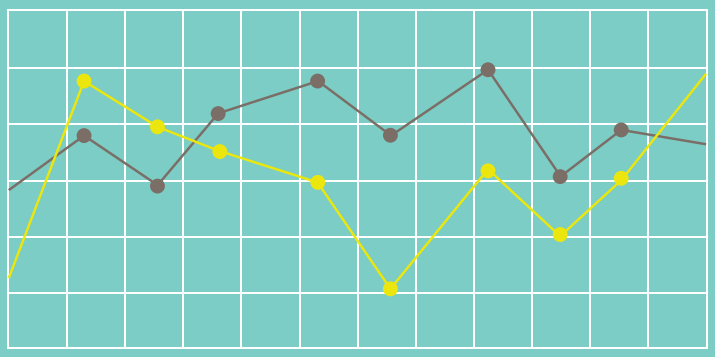
anthony@wideopenmedia.com.au *+61 (0)2 9282 9359*

6. CREATE A SKETCH ONLINE MARKETING PLAN

We help advise our clients on the kinds of **MARKETING PLANS** that will encourage the **SUCCESS** of their online business. Our strategies involve integrating various marketing methods, such as:

- PRINT & WEB ADVERTING
- BROCHURES
- POSTER & SIGN ADS
- SOCIAL MEDIA
- ENEWSLETTERS
- BLOGGING
- PRESS RELEASES
- PROMOTIONAL VIDEOS
- TESTIMONIALS
- OFFERS & PROMOTIONS

GOOGLE ANALYTICS and other powerful **ANALYTICAL SOFTWARE** monitor how traffic moves through these marketing elements to your website and eventually manifesting in a sale. Hence any strategy can be altered and fine tuned during the campaign to ensure greater success and more effective resource expenditure.



This is the time to prepare all of the information your **WEB DESIGNER** needs to create a site that will effectively implement your online marketing strategies. Many of these elements will need to be included in the brief, such as where video or e-newsletter signup appear in your website, and will there be testimonials and promotions on your home page.

At Wide Open we write, design, animate and create videos as well as create a host of other marketing collateral. To find out more about what we can create for your business contact us:

anthony@wideopenmedia.com.au ***+61 (0)2 9282 9359***

7. CHOOSE AN APPROPRIATE DESIGN

The **DESIGN AND ARCHITECTURE** of your website are of vital importance to its success. Not only are you rproviding particular services, by having a website you are providing an **ENTIRE ONLINE EXPERIENCE** which will shape the way your customers view and remember you. Designing a great website can leave a lasting positive impression on your market of your business. Here are a few tips to guide you along the right path:

BE PROFESSIONAL

One of the biggest mistakes our customers make before coming to us is that they choose design which appeals to themselves, rather than their target market. It's difficult to stand back from your own business and be objective about it's appearance. However appealing to your target market is an effective way of getting them to engage in the content of your website.

LOOK PROFESSIONAL

If you're developing a website from scratch, there is a great opportunity to plan everything you need on your website before it's built, so you don't have stray add ons later. Many businesses rush ahead and create an online presence before they've given their online business careful thought. Work with your web designer to create a comprehensive brief, avoiding afterthoughts.

BE COMPREHENSIVE

Supply your designer with ample information about your competitors and your target market. The analysis in steps 1-5 help your designer to understand what they are aiming for with the look and feel of your website. Creating a comprehensive brief is the best way to help your designer create a fantastic looking website which will appeal to your target market.

DIFFERENTIATE YOURSELF

It's tempting to copy the competition, assuming that if they're doing well they're doing it right. However as discussed in step 5, it's important to not only offer something different to your competition, but also to visually stand out from your competition. Don't be afraid to be a little different. Being different will make you memorable.

> *"The only important thing about design is how it relates to people."*
>
> **Victor Papanek**

Wide Open are web design specialists. To find out how our creative design team can present an attractive online presence for your business contact us:

anthony@wideopenmedia.com.au ***+61 (0)2 9282 9359***

8. IMPROVE YOUR GOOGLE RANKING

Often our **CUSTOMERS** come to us thinking that they need **SEO** but not understanding why or what it is.

SEARCH ENGINE OPTIMISATION (SEO)

SEO helps your website to be found and listed at a high priority by popular search engines such as Google, Yahoo and Bing. The higher up in the results the search engine places your business, the more visitors you receive.

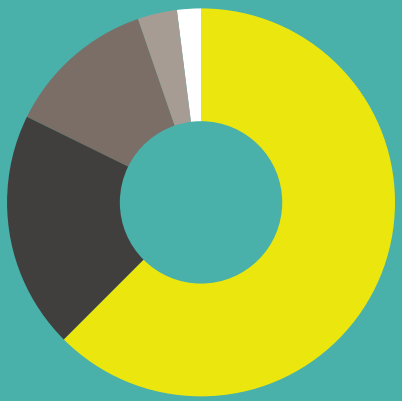
SEARCH ENGINE MARKETING (SEM)

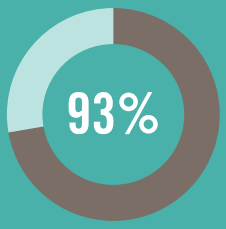
SEM is a form of internet marketing that promotes websites by increasing their visibility in search engines through the use of paid forms of search engine placement and advertising, such as Google's Adwords.

The value of SEO and SEM to your marketing strategy depend on what kind of business you run, and how your customers are likely to look for your services. In some businesses these strategies are extremely helpful and lucrative, but for others it may be wiser to economise how much money you inject into these strategies.

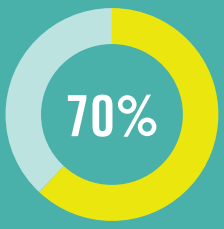
We help guide our customers to the most useful strategies for their needs.

SEARCH ENGINE USAGE

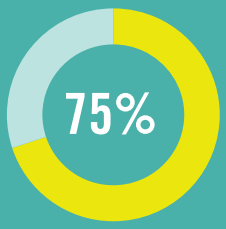




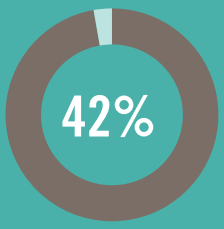
of all **ONLINE EXPERIENCES** begin with a search engine



of users **IGNORE PAID ADS** and focus on search results



of users **NEVER SCROLL** to page two



of users click on the **TOP RANKED RESULT**

We are able to advise our customers on what level of SEO or SEM will work best for them. To find out more about how we can help improve your website's Google ranking contact us:

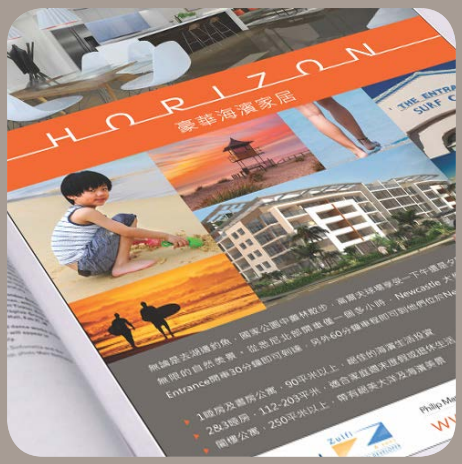
anthony@wideopenmedia.com.au *+61 (0)2 9282 9359*

9. IMPLEMENT MARKETING PLANS

During Step 6 a **MARKETING PLAN** was developed which incorporated various devices. While your website is being built it's an ideal time to **PRODUCE AND PUT INTO PLACE** these devices. Get brochures printed, design advertisements, set up your blog, develop your social media sites.

At Wide Open we are a one-stop shop for all of your media needs. With experienced designers we can produce any print or digital promotional collateral. We are experienced copywriters and our senior web developer is more than able able to satisfy any specific digitial requirements.

View our portfolio at our website: www.wideopenmedia.com.au



PRINT & WEB ADVERTING

BROCHURES

POSTER & SIGN ADS

PROMOTIONAL VIDEOS

ENEWSLETTERS

SOCIAL MEDIA

To find out more about the range of services we provide to help you with your business marketing needs, contact us:

anthony@wideopenmedia.com.au *+61 (0)2 9282 9359*

10. KEEP AT IT!

DON'T STOP NOW! Keep generating interest and relationships that will blossom into sales.

This final step may seem simple in principle, but it really involves a **COMMITMENT TO MARKETING YOUR BUSINESS**. Every few months sit down and have a look at how your marketing strategy has been working for you. You may require an overhaul or just some tweaks. As each aspect of your business grows and develops, marketing strategies can be employed to encourage continued growth.

> *"Many a great idea was wasted simply because it wasn't marketed."*
>
> **Wide Open**

To see case studies of how we've helped our clients, visit www.wideopenmedia.com.au

To find out more about how we may be able to help your business contact us:

anthony@wideopenmedia.com.au *+61 (0)2 9282 9359*