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## **INTERNET MARKETING POWER TIPS**

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### ***Brainstorm Your Business Requirements First***

*Need to build a business web site or re-design the one you already have? Here are some basic factors you need to consider to get the web site your business needs.*

## WHERE TO START? DEFINE YOUR INTERNET BUSINESS GOALS

A business website can't do everything well. It's important to define the primary function you want your site to perform for your business.

Clarify the basic goals of your internet marketing efforts. Now narrow your basic goals down to specifics. What is your ideal customer profile? What do you need to accomplish to make them more responsive?

Try to refine your goals so precisely that they can be expressed in one sentence. Then arrange them according to priority.

Another important thing to define early on is a set of profit and performance benchmarks to measure long and short-term success. Do you have offline benchmarks to measure your internet marketing performance against?

What are your budget and schedule requirements? How do you determine whether they are reasonable. Think about a checklist for developmental milestones.

### **From Bricks to Clicks**

You need to transfer your offline sales process requirements to your internet marketing efforts. Explore each one individually-- whether it's lead generation or actual sale.

Then, just work backwards to identify how each requirement can be achieved step-by-step. Place the emphasis on 'what' instead of 'how'. Start by just identifying the information you'll need to make or keep a customer. What information does the customer need from you?

### **Sales Information Is The Foundation**

Insufficient sales information is a key factor responsible for unprofitable business websites. This deficiency can often be traced back to an original



web design that stressed graphic appeal over marketing and sales requirements.

In his *Guide to Web Content and Design*, Roger Parker says business web content should consist of two components:

▪ **Information Your Prospects Need To Know In Order To Buy From You**  
You know the marketing messages that attracted your current customers. This is the conversation that must predominate on your website.

If you have segmented your customer or client base, you can identify the type of messages appropriate to each segment. Select and refine those that will attract the kinds of customers and qualified prospects you desire.

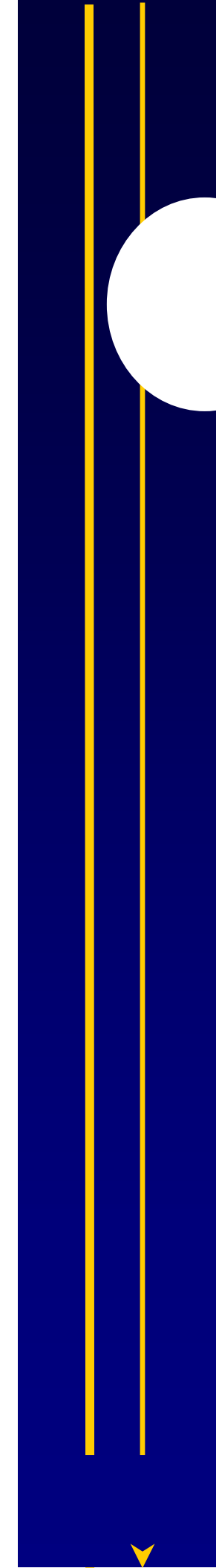
The importance of defining your sales conversation seems obvious. But when you look at most business websites, you'll see that it's something that's commonly overlooked.

You'll see product shots with no descriptions, no testimonials or other credibility elements, no calls to action, unclear or awkward paths to purchase, outrageous claims and vague (or no) guarantees.

Strict attention to basic sales elements are critical for generating customer conversions.

▪ **Information You Know That Will Convince Prospects To Buy From You**  
You know that out of a hundred questions prospects and customers ask, the majority of them tend to be variations of a much smaller subset. The same holds true for objections.

When objections and questions are addressed in advance, you'll have a shorter sales cycle, increased conversions, and save time as well as money.



If you leave something this critical in the hands of an 'ordinary' web designer, you run the risk of your sales conversation being targeted to a search engine spider instead of the customers and prospects who you're trying to encourage to do perform a profitable action.

### **Form Follows Function**

A business web site has to be built on sound business logic and evaluated like any other business investment. Business investments aren't judged on beauty-- the ultimate criterion is the ROI.

### **The Benefit Of The Benefit: Marketing Integration**

An additional benefit of applying these guidelines is that they require you to re-analyze all your business processes in detail. This will help you develop and refine a more precise overall marketing message--one that delivers the optimal blend of direct response and brand building-- for offline marketing power as well.

### **The Takeaway:**

The path to internet marketing power begins with a clearly defined sales process and only later moves to graphic and functional design. If there's one offline business truth that internet marketing hasn't changed it's that "poor salesmen (still!) have skinny kids."

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