



Is Your Marketing Message Internet Ready?

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Have you gone beyond a “Brochureware” website?

- Typical Traps
 - Me Me Me!
 - Flash Intros
 - All paths must begin at the Home Page

Solution:

Design a next-generation website

- Visitor-Centric Messaging
- Visitor Segmentation
 - Triage from the Home Page
- Embed a Selling Process

Is the “Bull Horn” Loud Enough?

- Typical Traps
 - Not getting enough visitors so pump up the volume
 - What’s one more bit of spam going to hurt?
 - That’s the way it worked in the past

Solution:

Build from the basics, use new methods

- Integrate Traditional Methods
 - PR to reinforce SEO/SEM
 - Tele or Direct marketing to drive to a web URL
 - Webinars as trade events
- Avoid Email-Blast Cold-Calls

Now we have traffic, what do we do?

- Typical Traps
 - Search Engine Visibility is all that matters
 - Obsessing for the killer keyword
 - Top ranking isn't everything
 - Hide and Seek

Solution:

It's all about conversion

- Document an Actual Strategy
 - Plan for a conversion activity
- Classify the Lead Types
 - Design a Permission-Based marketing process
- Test and Measure the Message Conversion
 - Don't assume you know the answers
 - Better than a focus group

Kill the messenger, it's not selling

- Typical Traps
 - Buy Now! at the Home Page
 - Price is none of your business
 - Please! No Shopping at our website

Solution:

Align your message with your market

- Evolve and test new messaging
 - Make Google AdWords your best friend
- Review the Value Proposition on your website
- Listen to your sales people

The Song Remains the same... Not!

- Typical Traps
 - Marketing ROI is not for me
 - A/B testing is for only big players
 - Too busy to study web analytics

Solution:

Embrace the waves and learn to surf

- Think in terms of “Performance Marketing”
- Install & use web analytics
- Benefit from real-time market research

Next Steps

- Internet Marketing Strategies and PR
 - Free Teleseminar – Oct. 14 with Topaz Partners
 - www.market-vantage.com/seminar/pr.htm
- 20-minute phone consult
 - Free until 9/30 for eMarketing attendees

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