Hold 'Em, Fold 'Em or Walk Away—Winning Web Marketing Strategies

International Builders Show
January 21, 2009

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Strategy #1 – Up the “ante” with a strategic eMarketing plan

Tips on developing an eMarketing strategy:

• Look at your current marketing budget. Categorize your dollars into online and offline. Which category do you spend the most?

• Look at your most recent traffic and sales reports. Which category produces the most sales for the least cost?

• Shift dollars from underperforming media to online media choices. Options include banner ads, referral web sites, paid search, search engine optimization, blogs and social media.

Your Next Steps:

1. Pull your sales reports and traffic reports.

2. Assess what percentage of sales is Internet driven.

3. Set a goal to increase your Internet driven sales.

4. Determine the action steps and set a timeframe for each step.
Strategy #2 – Go “all in” with a WOW web site

Excellent FREE web site analytics – www.Google.com/analytics

Key analytic metrics to focus on:

- **Visits** – Number of visits to your site during the specified time interval.
- **Unique Visitors** – Number of individuals who visit your site during the specified time interval.
- **Pages/Visit** – Average number of pages viewed per visit.
- **Average Time on Site** – Average time spent per visit.
- **Bounce Rate** – Number of visitors who leave after viewing only one page.
- **% New Visits** – Percentage of new vs. returning visitors.
- **Goal** – Number of visitors who complete an action, i.e. registration form.
Strategy #3 – Hit the traffic “jackpot” with Search Engine Marketing

What to look for in a SEO firm:

• Proponent of “ethical” search marketing practices. Abide by search engines’ published list of guidelines.

• Watch out for guarantees. No SEO firm can guarantee a certain position in the search engines. Legitimate firms will emphasize and set proper expectations based on your goals.

• You get what you pay for. The firms that claim to get top positioning on all the search engines for a ridiculously low one time fee (i.e. $49) are not legitimate firms. Plan to spend several hundred dollars on an initial analysis and depending on the outcome of the analysis several hundred dollars to a couple thousand dollars a month until the desired positioning is achieved.

• Look for experts. Does the firm have anyone on staff dedicated to search marketing? Have they written any articles or blogs? Do they speak at major conferences?
Strategy #4 – Don’t bet “blind” with your eLeads

Best practices on eLead follow-up:

- **Be FAST** – Twenty-four hour follow-up timeframe is not fast enough. Respond “instant message” fast. Catch the prospect while they are still online.

- **Focus on setting appointments** – Ask every lead to visit the sales office in-person. Homes aren’t sold over email.

- **Follow-up multiple times** – You can follow-up by email up to six times before the prospect wants to blow up your computer. If the prospect responds, stop sending the automated emails. Don’t forget to also call and send direct mail as follow-up. Email is not always reliable.

- **Offer a web customer incentive with purchase** – Incentives for appointments don’t work well. Incentives with purchase work very well to motivate the web customer to make an appointment and keep it to see if there is a possible match.
Strategy #5 – On-site agents look for the prospect’s “tell”

Tips on fostering a healthy online/on-site “marriage”:

• Manage the Online Sales Counselor as a member of the sales team. This is not a marketing position. It is a sales position.

• Include the OSC in all sales meetings and trainings. Their presence conveys the importance of the position. Give the OSC time on the sales meeting agenda to go over upcoming appointments and previous week results.

• Recognize and reward on-site agents who convert eLead appointments to eSales. Send an email out to the entire company. Give away gift cards or cash in the sales meeting.

• Meet with OSC regularly for feedback. The OSC can provide valuable insight into the closing skills of the agents.

• Train onsite agents on selling to Dot Com. Make sure the agents understand how to present, demonstrate and close Dot Com customers who have done their research and are well informed.
eMarketing Resources:

- adwords.google.com
- builderonline.com
- clickz.com
- creatingwow.com
- emarketer.com
- emarketingassociation.com
- google.com/analytics
- google.com/webmasters
- google.com/local
- internet.com
- marketingprofs.com
- marketingsherpa.com
- smimagazine.com
- searchengineguide.com
- searchenginewatch.com
- searchmarketing.yahoo.com