

PART 2

YOUR WEBSITE

SUPER CHARGE YOUR BUSINESS ONLINE



TODAY'S TAKEAWAYS



By the end of the session, you will...

- **Understand** how a website fits into your business model
- **Discover** web platforms and how and/or when to use each
- **Understand** basic needs and requirements for your website to be successful
- Receive **Tools & Resources**

WHY ARE YOU HERE?

1

Just starting out

Not yet in business, but making sure you have all the assets ready when you launch.

2

You have a brand new business

You have a brand new business with little or no digital presence and you're ready to level up.

3

You have an existing business, but...

You never focused on the digital side or understood it's importance because you were "too busy" working in real life.

4

You're not sure

You're looking to grow your business or start a new business, but are not sure where to spend your energy and focus

Consumer behavior shifted in 2020

Your business's digital presence is required!

- 2020 changed consumer expectations
- Finding businesses online is expected
- Google & other search engines are raising the bar
- Outdated websites - no longer acceptable
- Privacy and Security are top priorities for consumers



Keys to Success

Build Trust

Updated, consistent information across all digital assets
Secure connections and an updated privacy policy

Increase Awareness

Your website should be a catalyst to growth in awareness and sales

Capture & Analyze Data

Collect as much consumer data as you can to make informed decisions



Your Website Should

Generate Interest

Use your website to generate consumer interest for your product or service



Generate Leads

Interest should turn into leads for you and your team via **form submissions, chatbots, phone calls, and/or direct emails**



Generate Sales

If your website is **NOT** a sales generating machine, it is **NOT** an **asset** to your business...
It's a **liability!**

2 Types of Websites

Interactive Website

Promotes a business's products/services, encourages consumer to take additional steps

- Shares business's knowledge and area of expertise, creates brand awareness
- Captures leads via forms, contact pages, chatbots
- Tells the brand's story and "why" consumers would do business with you, builds trust
- Provides the "how" for consumers to do business with you, requires follow up

E-Commerce Website

Sells products directly to consumers without the need to contact you

- Sells physical, virtual, downloadable products to consumers while simultaneously creating brand awareness, telling the brand's story, & sharing the business's knowledge
- Transactions take place on the website via payment portals and automation
- Fulfillment can happen instantaneously or in real life, depending on the the product set
- Captures customer data for remarketing & additional sales opportunities

Which is right for your business?

Website

Typical website structure

- About Us
- Blog Pages
- Services/Products
- Contact
- Testimonials/Reviews
- *Landing Pages*

E-Commerce

Typical e-commerce structure

- About Us
- Blog Pages
- Shop
 - Products/Collections
 - Testimonials/Reviews
 - Contact
 - *Landing Pages*



Does your business provide:

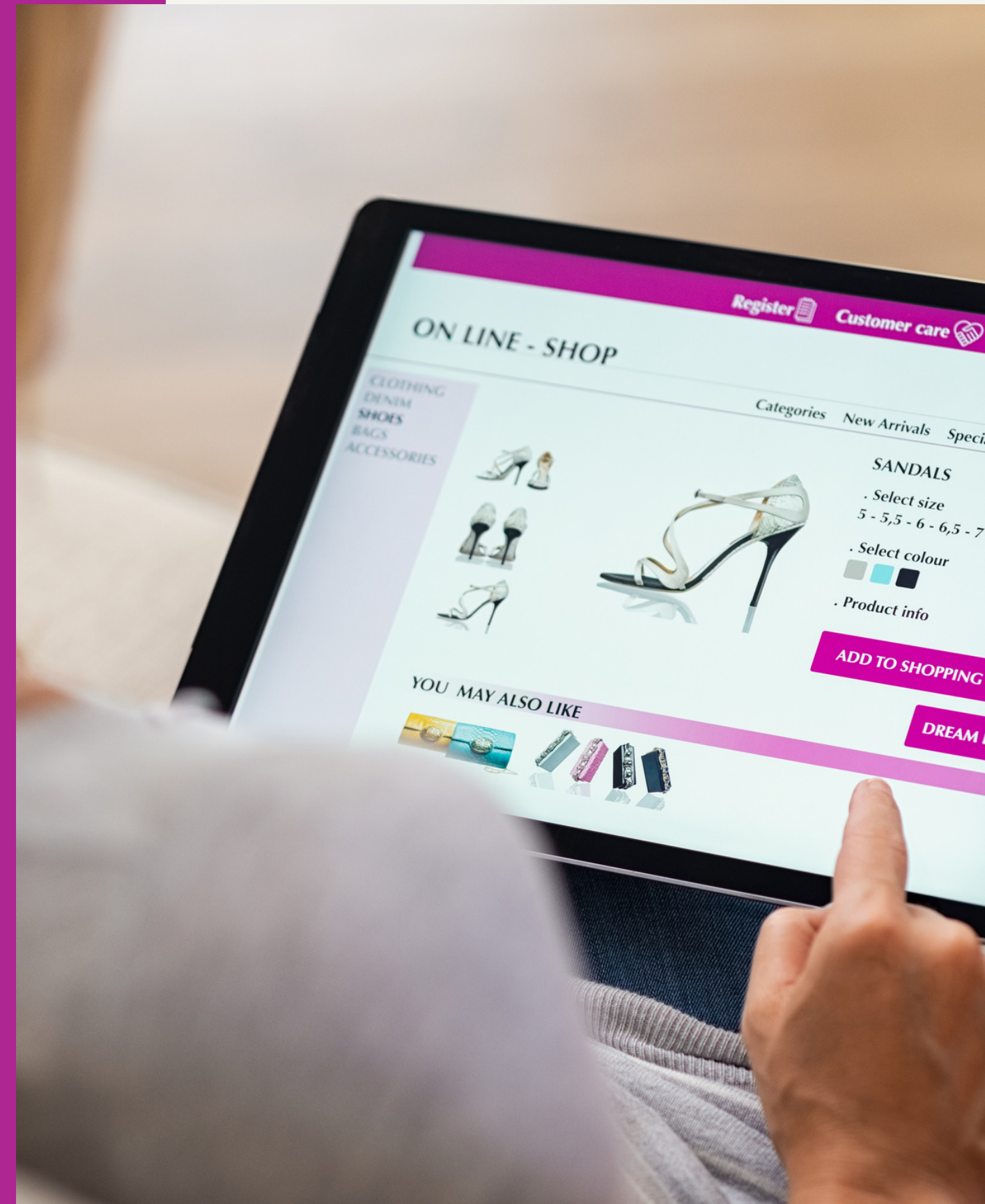
- Services, Service Related Products
- Complex Products
- Software as a Service
- Requires IRL to Closing The Sale

Website

Does Your business:

- Sell physical, virtual, downloadable, or consumable merchandise
- Offer On-Demand services
- Affiliate products or services
- Subscription services or content

E-Commerce



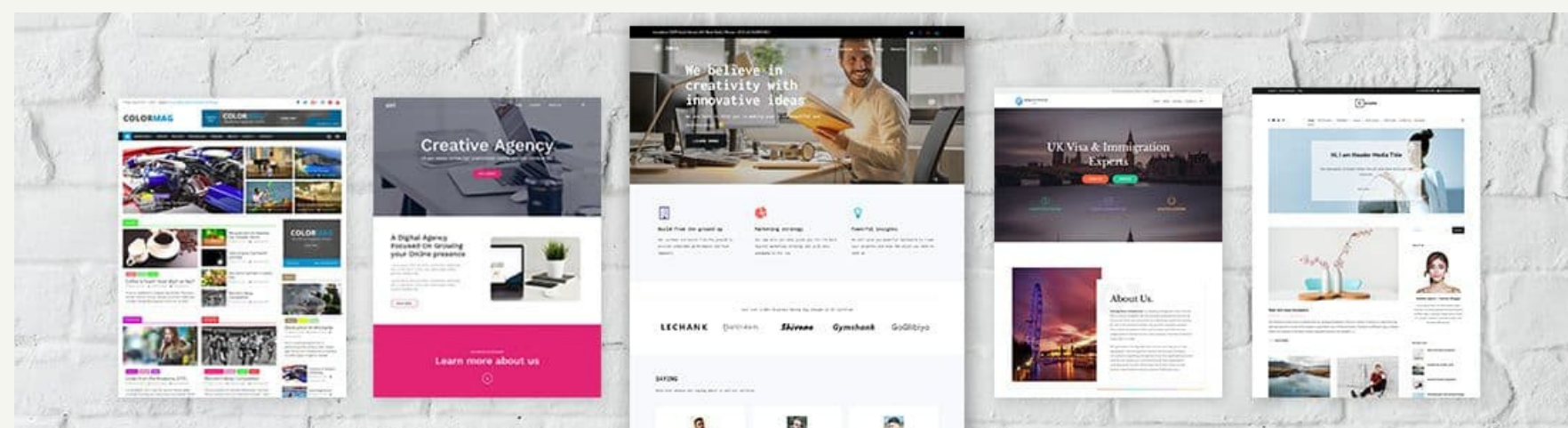
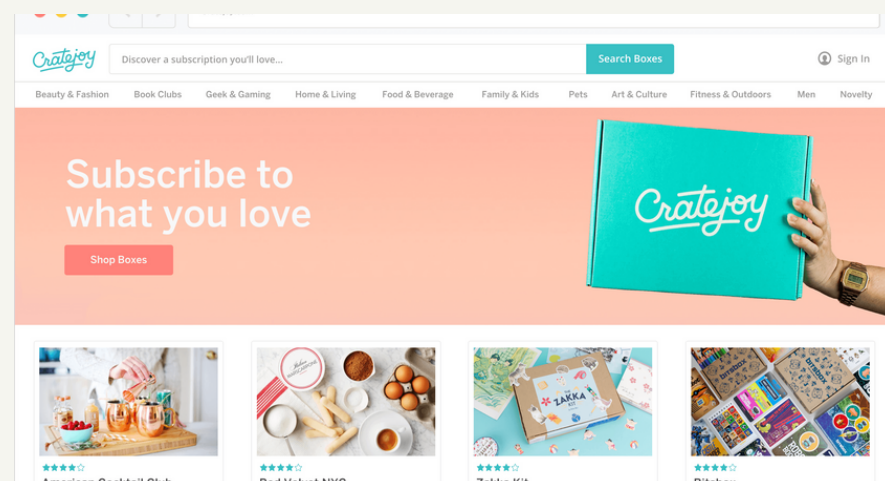
Requires Hosting



Self Hosted Platforms



Pick your platform



And Get Started

Where to spend money?



PHOTOGRAPHY

- Limit Stock Photos
- Get Pro Shots for most critical pages on your site
 - Product photos
 - Head shots
 - Elements of your brand's vision/mission
- Optimize photos for web



CONTENT/COPY

- Great copy is critical
- Product descriptions
- Brand's story
- Compelling reasons to buy

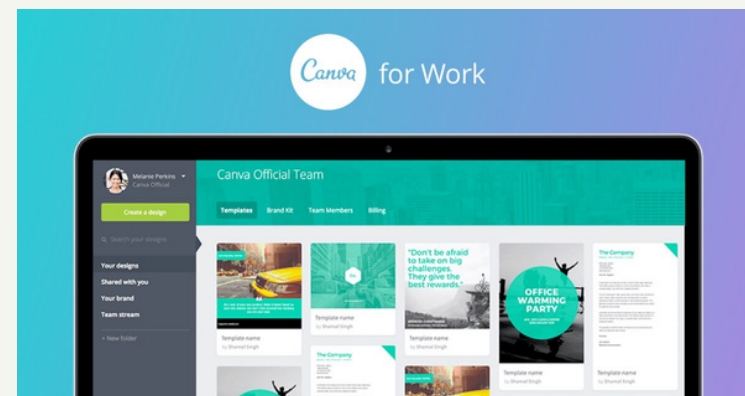


USER EXPERIENCE

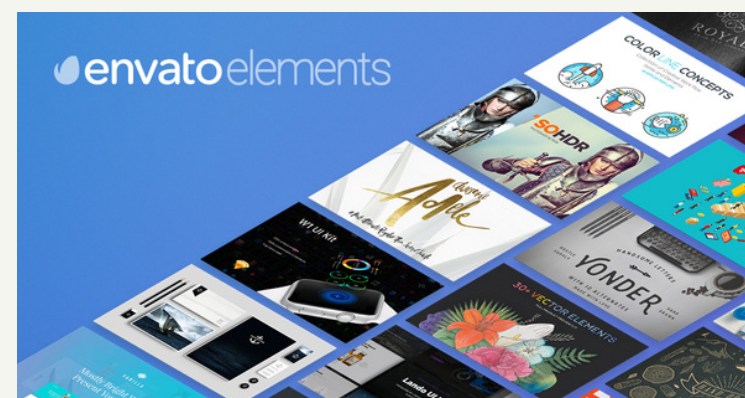
- Eliminate or minimize friction
- Keep navigation simple
- Serve info up how your users want it
- Clear, Simple CTA's

Resources

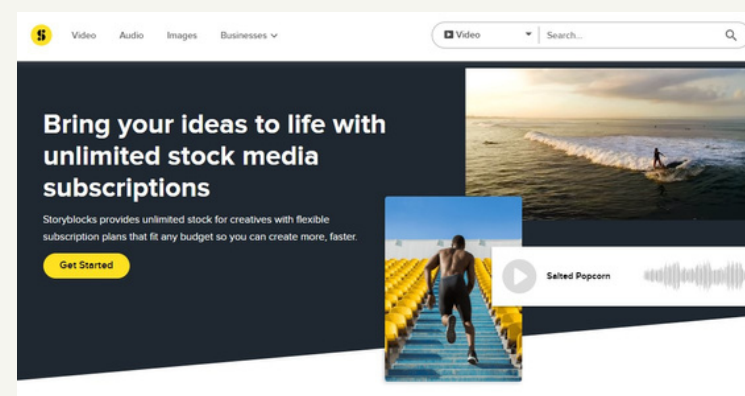
PHOTOGRAPHY



www.canva.com

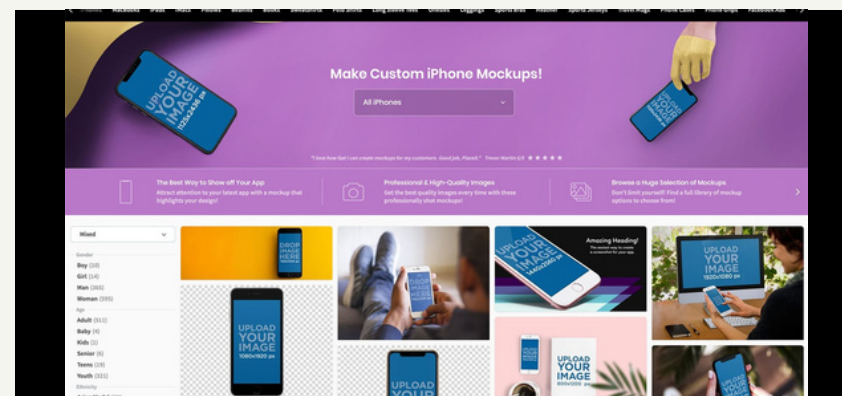


elements.envato.com

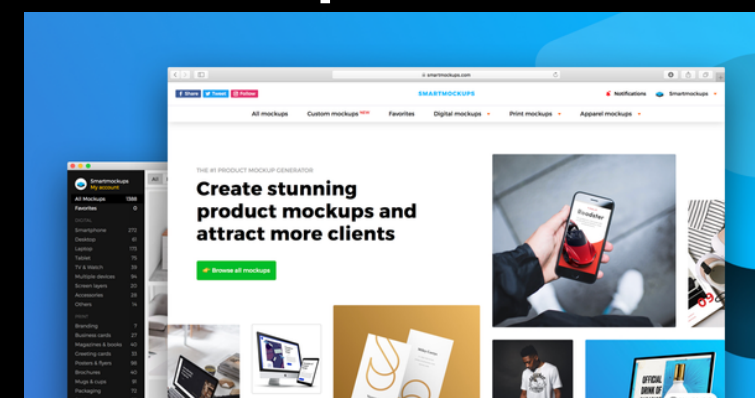


www.storyblocks.com

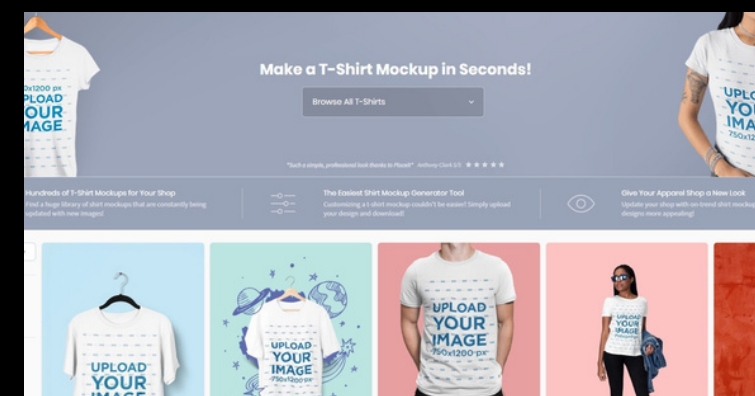
CONTENT/COPY



www.placeit.net



www.smartmockups.com



www.unblast.com

USER EXPERIENCE



www.fiverr.com



www.upwork.com



www.google.com



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TAKING YOUR BUSINESS DIGITAL

Virtual E-Commerce Series



(Digital Marketing & Advertising)

Part 3 of 4: Implementing DAAM

January 12 • 11:30 am–1:00 pm