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HOW TO TURN YOUR WEBSITE INTO A SALES MACHINE

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INTRODUCTION

This booklet is perfect for business owners, entrepreneurs, and marketing managers that would like to sell more through their website.

About Christopher Clowes

Christopher Clowes is a successful Business Coach, Keynote Speaker, Entrepreneur, and Co-Founder of The UK's Only Risk-Free Digital Marketing Agency HC Media Group.

Chris has successfully sold over £50 million worth of products/services and has assisted more than 700 small to medium-sized businesses in increasing their website traffic, ultimately ten-folding their website sales.

Marketing is the action or effort of promoting and selling products or services, including market research and advertising.

What is a Marketing Manager?

A marketing manager is responsible for the management of the promotion and positioning of a brand and the products or services that they sells.

Typically marketing managers are employed to attract more traffic to a website and to raise brand awareness through the creation of marketing campaigns.



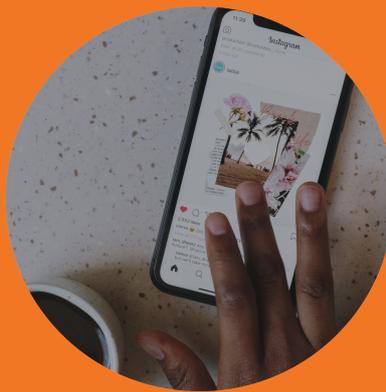
WHAT MAKES PEOPLE BUY?

There is one factor that makes customers purchase a product or service online.

TRUST



NEED IT



WANT IT



TRUST IT

If you trust a brand, and need or want their product –
you will purchase!

STEPS TO TURN YOUR WEBSITE INTO A SALES MACHINE

Carefully execution of the following steps will amplify your company growth and conversions.



Know Your Audience



Know Your Platform



Create Engaging Content



Listening & Engagement



Analytics



Organic & Paid Ads



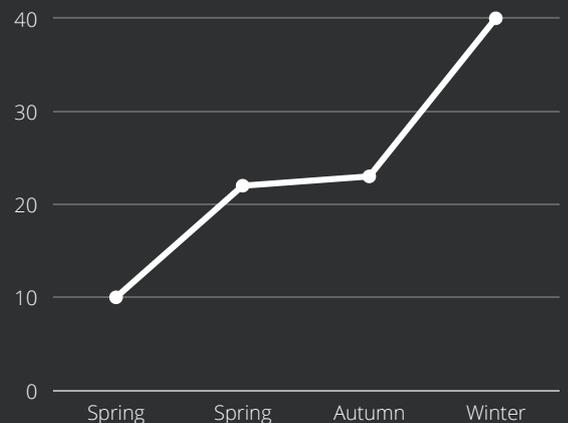
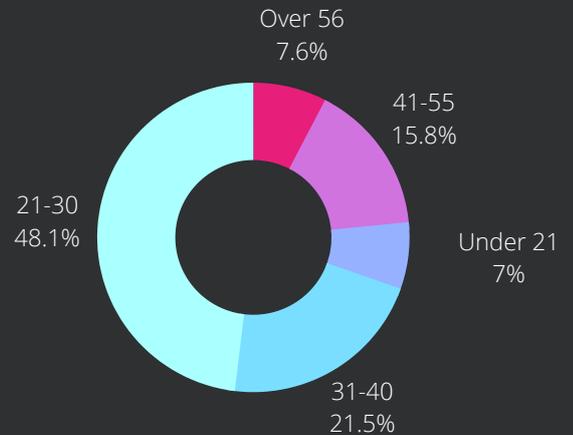
Report

KNOW YOUR AUDIENCE

A buyer or customer persona is an archetype that represents the key traits and characteristics of a large volume of your audience; this is based on the data collected from user research and active analytic tools.

Understanding the habits of your customers will enable you to better target them at their time of likely converting. An example of this is when shopping apps send across a notification regarding offers on new items or the latest sales, at a time when their audience is likely relaxing, browsing through their phone in the evening time.

As your analytic data develops you will be able to constantly monitor your customers and their persona, this useful insight will enable you to adapt your sales strategy/campaign efforts accordingly to encourage conversions and company growth.



KNOW YOUR PLATFORM

There is no need to establish a presence on all social media platforms, in attempts to reach a wider audience – this will ultimately lead to wasted marketing efforts and resources. Understanding the following three questions will encourage you to better understand which platform will be best for you and your business. – Who are your audience? How can you reach them? What are your Goals?

Dedication to a select few platforms, where your target audience are present and engaging, will enable you to best focus your marketing and campaign efforts – this will ultimately lead to business growth and conversions.

Social Media is the megaphone to get to your target audience as quickly as possible.





ENGAGING CONTENT

Content is King. What you post to your platforms will be utilized by your audience. This content should be engaging, entertaining, relevant, and encapsulating of your brand. A content strategy is a must, as it ensures that your content reflects your mission.

The content you create needs to be in line with your unique and enticing brand identity. The posts need to be aesthetically pleasing, well thought out and recognisable as your kind of content.

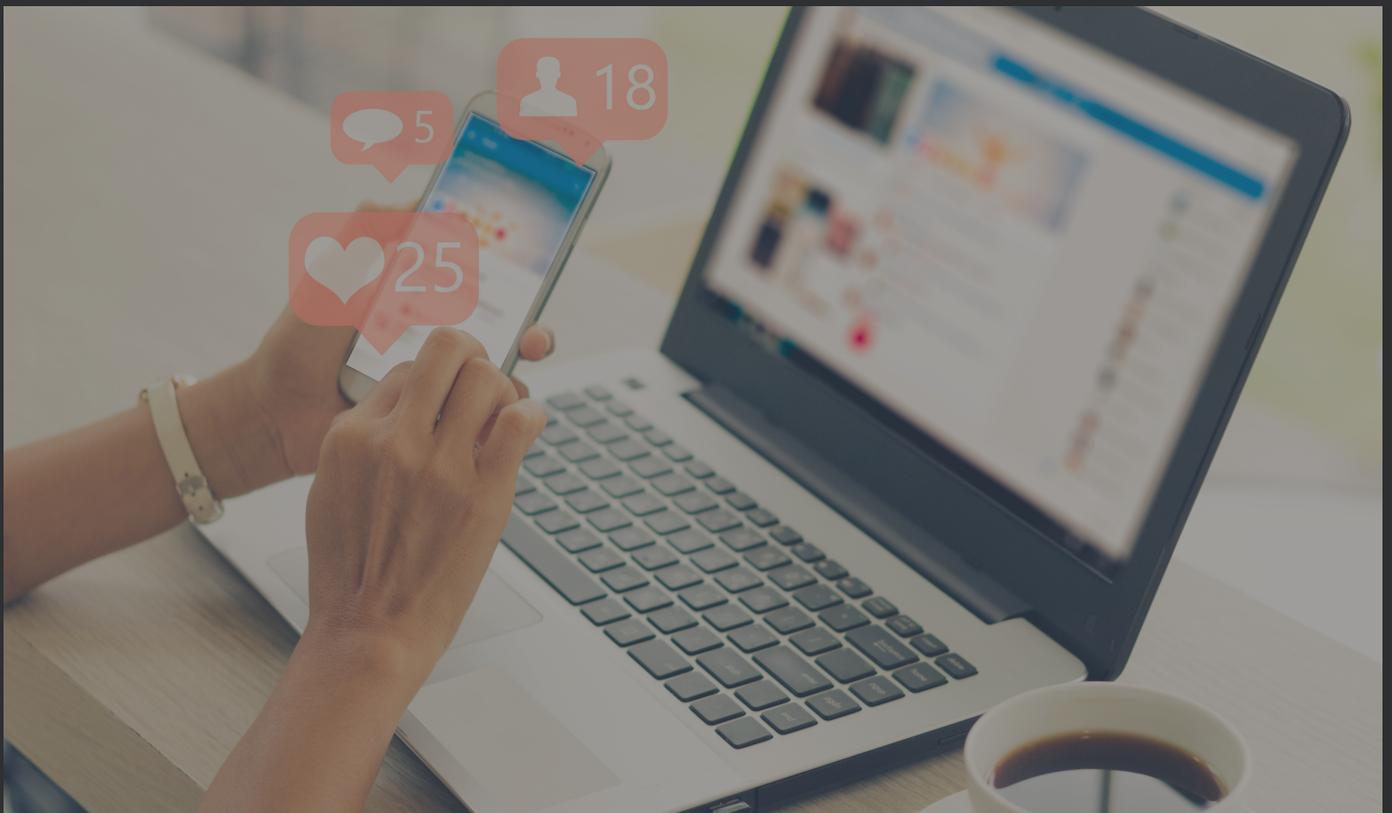
Finally, when it comes to creating engaging content, it is important to consider the specific platform to which you will be posting. The content itself has to be suited to the unique image and video dimensions of the platform; in addition to being furnished with the relevant hashtags and caption quotas, etc.

There are an extensive range of tools available for content creation; most profoundly, these include Canva, Adobe and Photoshop.

LISTENING AND ENGAGEMENT

Listening and Engagement are the keys to making your customers return. These elements encourage your delivery of competent customer service, as well as company credibility.

Additionally, engagement enables you to utilize algorithms on social media platforms, in a way that will enable your business to grow online.



Your social media growth will correlate with the growth of your business; therefore, it is important to pay attention to your followers when they interact with you.

Consistently engaging with your audience, when they like, comment, share, etc, will encourage your overall credibility and ultimately promote your business, through appealing to Instagram's algorithm.

Listening to your customers will demonstrate that you value them, ultimately encouraging their loyalty through the relationship you have built - Your customers will know that they can trust you to deliver valuable products, with a helpful and efficient service.

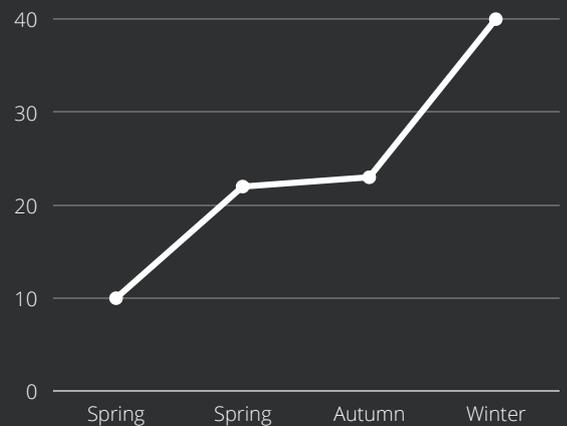
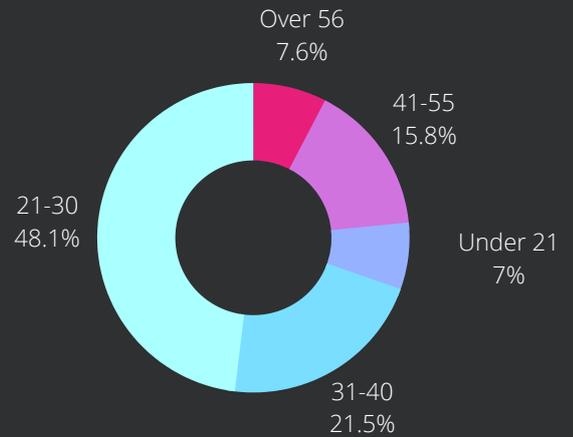
ANALYTICS

Analytics is data that can be collected and utilized in a way that enables companies to make informed business decisions, particularly when it comes to their marketing and campaign efforts.

Analytic tools enable you to see the specific demographics of your customers – from their age, gender, location, specific visited page, and session time, all the way down to their individual device and even broadband provider!

Knowledge of such information will prevent marketing efforts being wasted on men, aged 35-45, from London, when it is young women, aged 21-30, from Edinburgh purchasing/converting.

Ultimately, the use of Analytics is vital to any marketing effort. Initially, your campaign efforts will be guess-work, until analytic data has collected. From this point, you will be able to utilize your findings to adapt your content/campaign strategy accordingly – ultimately driving conversions and growing your business.



ORGANIC AND PAID ADVERTISING

ORGANIC ADVERTISING

Organic Advertising is the generation of traffic to your website through creating engaging content to appear in search engine results and to social platforms.

The benefits include:

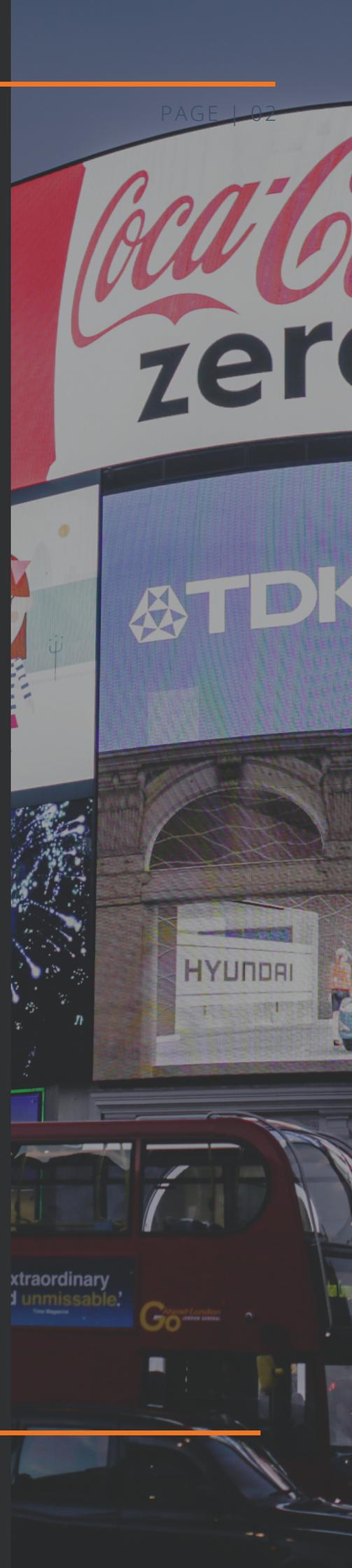
- An active online presence
- A free way to share content
- Enables you to build a community
- Increases trust and engagement
- Better customer service, as it's a free way to communicate
- A good way to share reviews

PAID ADVERTISING

Paid advertising, or Pay-Per-Click, is when a company pays a search engine each time their advert is clicked on. The search engine will place their paid advert at the top of the results page, meaning it will be clicked on more – ultimately driving more traffic to the website and leading to more conversions.

The benefits include:

- Enables you to reach a large audience quickly
- You can target users by demographics, interests, location, and more
- increase impressions
- Build brand awareness quickly
- Drive website traffic
- Generate leads
- Increase following and engagement



REPORTING

In order to turn your website into a sales machine, it is important that you report on your progress throughout your campaign.



Points to report on include,

- Your number of followers
- The number of clicks
- The volume of website visits
- Engagement
- Reach
- Impression volume
- The best performing posts

For paid ads, report on:

- Reach
- Impression volume
- Results
- Cost-per-click

Reports provide valuable insights into the success of your campaign, your results can demonstrate where you need to make adaptations to your campaign strategy to further grow your business and conversions.

Turning your website into a sales machine requires you to define your goals and extensively understand your target audience.

Consistency and implementation of the above elements is the key to a successful campaign – ultimately leading to business growth and an amplified rate of conversions.



Book Your FREE Marketing Consultation

Book Your Appointment:

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