

Website optimization & traffic

Digital Marketing Workshop



Kristiina Urban | UrbWorks Online Marketing

Executives International, 21 February 2019, Lausanne



WELCOME!

What do we cover in **this workshop?**

- Digital Marketing Strategy Stages
- Create a solid foundation
- How to increase website visibility
- Content as a traffic magnet
- How to convert visitors into leads
- Offers and landing pages
- Marketing channels

UrbWorks Online Marketing

We help small and medium size businesses increase their conversions through website optimization lead generation.





Outlining

DIGITAL MARKETING STRATEGY



What is

Your current Digital Strategy?

- What actions are you taking to achieve your marketing goals?
- How do you bring traffic to your website?
- Which marketing channel is working for you now?



Outlining the

Digital Marketing Stages

- Create awareness and attract strangers to your website
- Engage visitors to drive conversions
- Use lead nurturing for leads to become clients
- Your clients are your advocates to promote your business



Create a
SOLID FOUNDATION



Define

Your Core Value Offer

Define your area of expertise/niche

- What problems do you solve?
- What benefits do you offer?
- What makes your prospect go: “Yes, I want this!”
- What do they care about?
- What grabs their attention?

Your value proposition



Understand

Who is your ideal Client?

Who do you want as a client/who will buy your service or product?

- Who they are?
- What are their pain points?
- What do they like, what drives them crazy?
- Where can you find them?
- How can you reach them?

Also try to identify the clients that do not fit your customer profile - poor leads



What to include in your

Client Persona Profile(s)

- Company size
 - Title
 - Department/Function
 - Location
 - Age
-
- Pain points
 - Goals
 - Where do you find them
 - What is your core message to them?



Understanding


What activates your **Ideal client?**

- Where are they actively involved
- What discussions are they having?
- What are the problems they're facing?
- What key words/jargon/terms are they using?
- What topics interest them?



Maria

Marketing Manager


27 - 40


£35k - £45k


Urban


College

“ Maria is employed by a company as a Marketing Manager on a good salary. She has been there 5-6 years and has enjoyed some success with the company. However, she now finds that a lot of the practices are outdated, especially the website.”

RESPONSIBILITIES

Implementing digital strategies. Managing the website, researching marketing opportunities, monitoring marketing activities.

GOALS

Increase product/service awareness, increase brand awareness, increase number and quality of leads from website, make sure company meets clients needs, liaise with suppliers.

BIGGEST CHALLENGES

Providing data on marketing activities, managing the out-of-date company website, unsure how to research keyword opportunities, developing a content strategy, not enough staff to meet goals.

VALUE PROPOSITION

We can offer Maria guidance on how to manage tasks in a small team. We can help her identify the areas she's comfortable working in, and areas that she should consider outsourcing.

WHAT TO BASE ARTICLES AROUND

Specific areas of marketing; SEO, PPC, social media. Communication skills, marketing courses, data analysis, marketing platforms/software, tutorials.

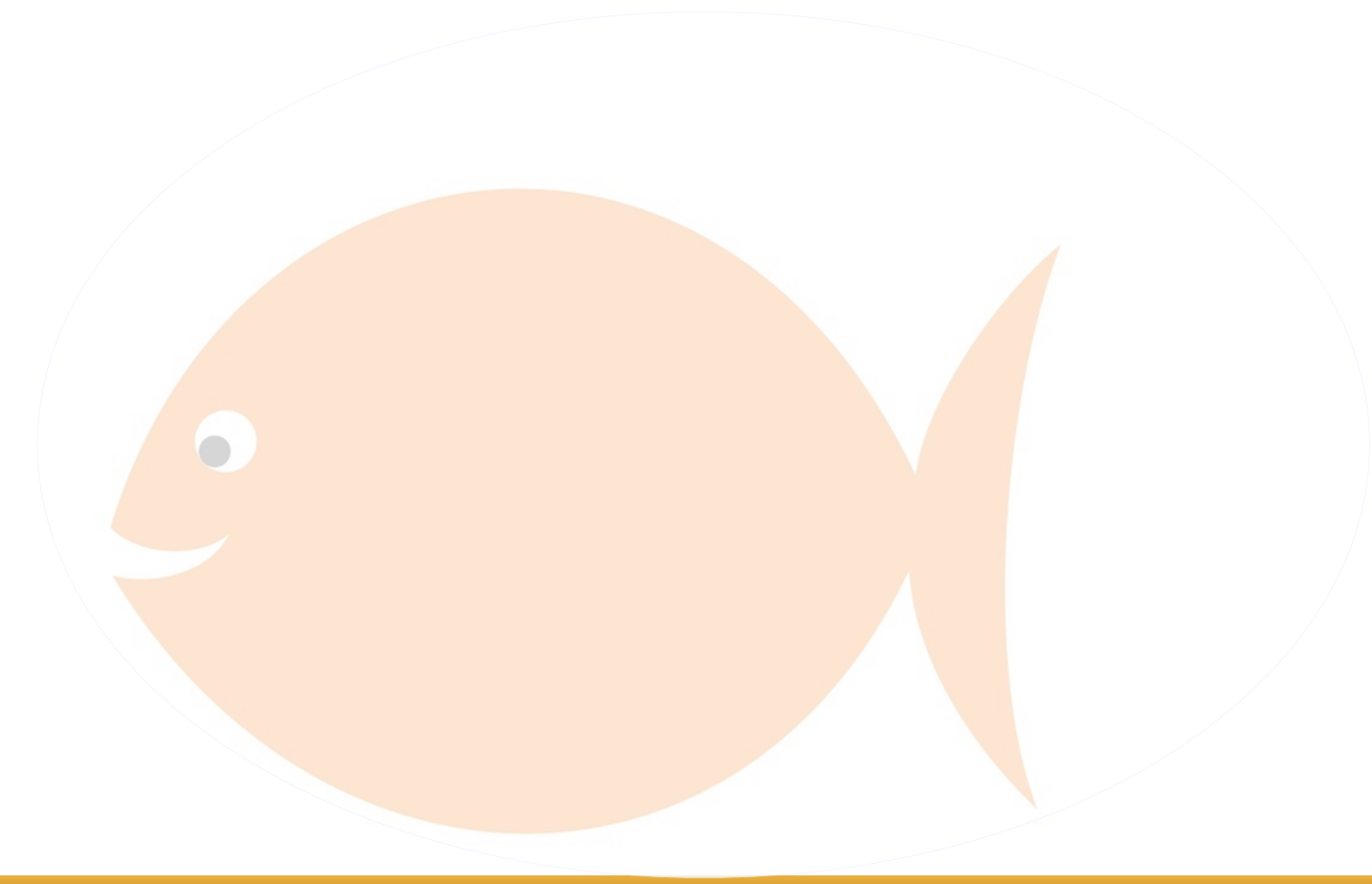
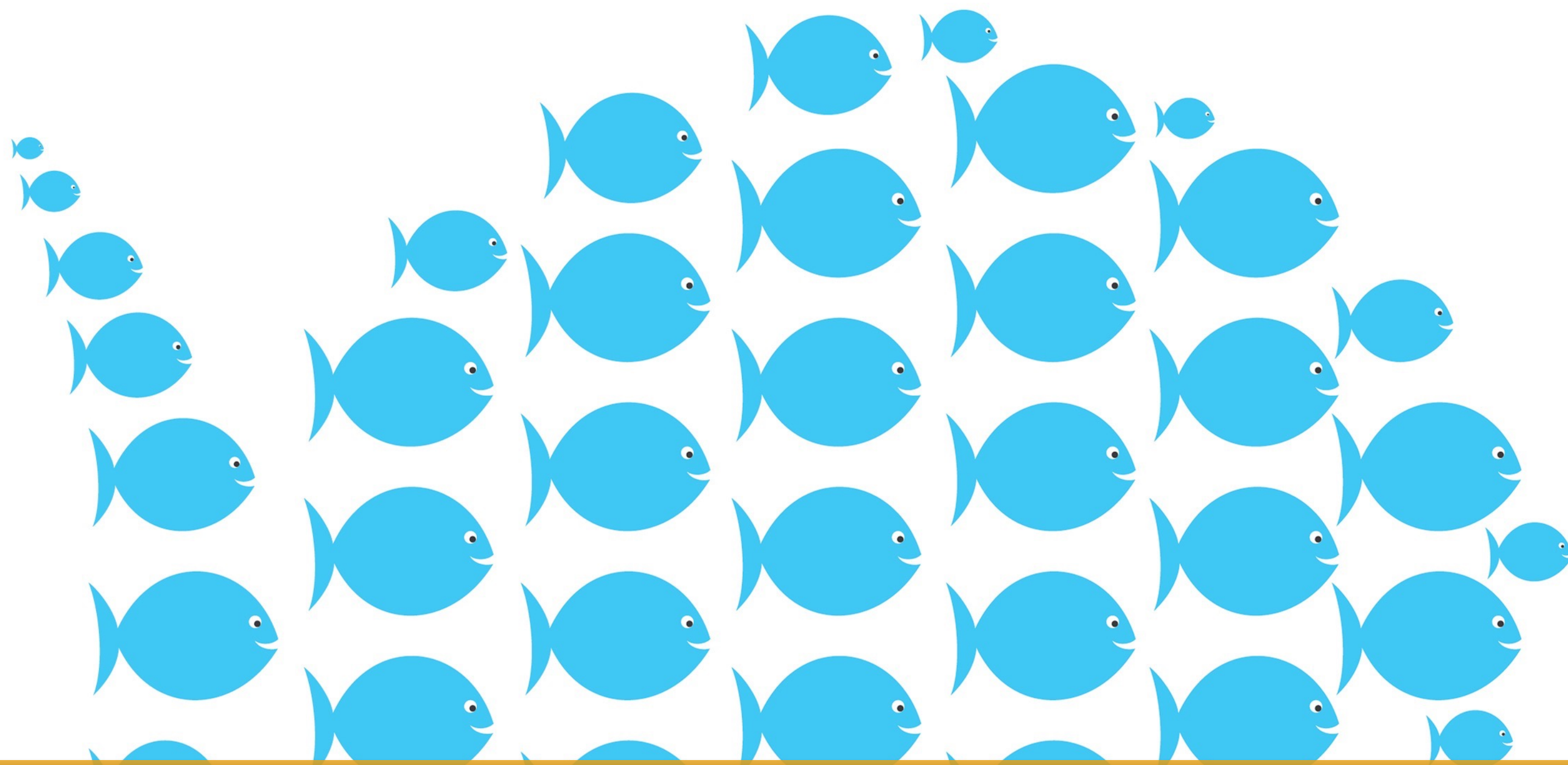
HOW DO THEY GAIN INFORMATION FOR THE JOB

Industry blogs, marketing courses. Listening to clients, seniors and staff members.



Build Your Foundation - 15 min

- **What is your Core Value Offer?**
- **Define your ideal client profile**
- **Define the specifics of your ideal client**



Start with
YOUR VISIBILITY

Google

ski packages in switzerland

All Images Shopping News Maps More Settings Tools





About 16.100.000 results (0,60 seconds)

Ski Package Engelberg | Top Package zu tollem Preis | engelberg.ch
(Ad) www.engelberg.ch/ ▼
 Jetzt gewünschtes Package aussuchen und vom Spezial-Angebot profitieren! Schnell & sicher buchen. Familien willkommen. Natur pur erleben. Ganzjährige Highlights. Einfache online Buchung. Panoramasicht. Erholende Bergluft. Typen: Familienhotel, Bergpension, Ferienwohnungen. Hotel Deals entdecken · Aktuelle Top Events · Snow and Safety Days · Winter Aktivitäten

SkiBig3 | Ski & Stay Package Deals | SkiBig3.com
(Ad) www.skibig3.com/ ▼ +1 844-815-9423
 We Are Here To Help You Build Your Perfect Ski Vacation. Book Now! The Driest, Lightest Snow. 3 Amazing Hills, 1 Pass. Plan The Perfect Vacation. 3 Resorts, 1 Pass. Only 1 Hr From Calgary. Canada's Best Snow.

Resorts – All-inclusive Resorts in Swiss Alps, Switzerland Booking.com
(Ad) www.booking.com/ ▼
 No reservation costs. Great rates. Book at over 1,400,000 hotels online. No Booking Fees. Book Now Pay Later · Best Price Guarantee · Get Instant Confirmation · Secure Booking

Switzerland / Ski resort destinations

			
Zermatt Renowned ski resort below the Matterhorn	Verbier Mont Fort Glacier & 4 Vallées ski area	Davos Jakobshorn skiing & World Economic	St. Moritz Cresta Run, Corviglia & Corvatsch

[More destinations in Switzerland](#)

BERGFEX: Packages Ski packages Switzerland: All-inclusive prices ...
https://www.bergfex.com/schweiz/pauschalangebote/skipauschale/ ▼
 Jungfrau Ski Region Grindelwald - Wengen. Flims Laax Falera. Arosa Lenzerheide. Samnaun. Davos Klosters Parsenn. Adelboden. Sörenberg. St. Moritz - Corviglia.

Your

Website Visibility on Google

- Paid vs Organic traffic
- Can people find you when searching on Google/Bing?
- Are you using the same keywords/terms as your Client Personas?
- Basic Search Engine Optimization (SEO)
 - Include the keywords on all your website pages in the content
 - Create a page title and description with keywords to each page
 - www.testmywebsite.com, testmywebsite.com



Rating ▾ Hours ▾

Etude Cédric Thaler

3.7 ★★★★★ (3) · Family Law Attorney
Avenue du Tribunal-Fédéral 1, Case postale 7811 · 021 343 40 23
Closed · Opens 8AM Thu

[WEBSITE](#) [DIRECTIONS](#)

Me José Coret

5.0 ★★★★★ (5) · Divorce Lawyer
Avenue de la Gare 1 · 021 321 90 02
Closed · Opens 8AM Thu

[WEBSITE](#) [DIRECTIONS](#)

Etude Ammann, Giorgini, Kern & Patry

No reviews · Divorce Lawyer
Avenue du, Rue du Grand-Chêne 5 · 021 213 03 40
Closed · Opens 9AM Thu

[WEBSITE](#) [DIRECTIONS](#)

[More places](#)

Gross & Associés - Marriage and Divorce - attorney, Lausanne, law ...

www.gross-law.ch/en/practice-areas/marriage-and-divorce/ ▾

Marriage and Divorce. Gross & Associates advises and assists clients in the management of their assets in contemplation of marriage and in the choice of ...

Register with

Google
MyBusiness



Your

Website Responsiveness

Test your website on your mobile phone



Your connection is not private

Attackers might be trying to steal your information from (for example, passwords, messages, or credit cards). [Learn more](#)

NET::ERR_CERT_SYMANTEC_LEGACY

☐ Help improve Safe Browsing by sending some [system information and page content](#) to Google.
[Privacy policy](#)

ADVANCED

Reload

Your

Website Security

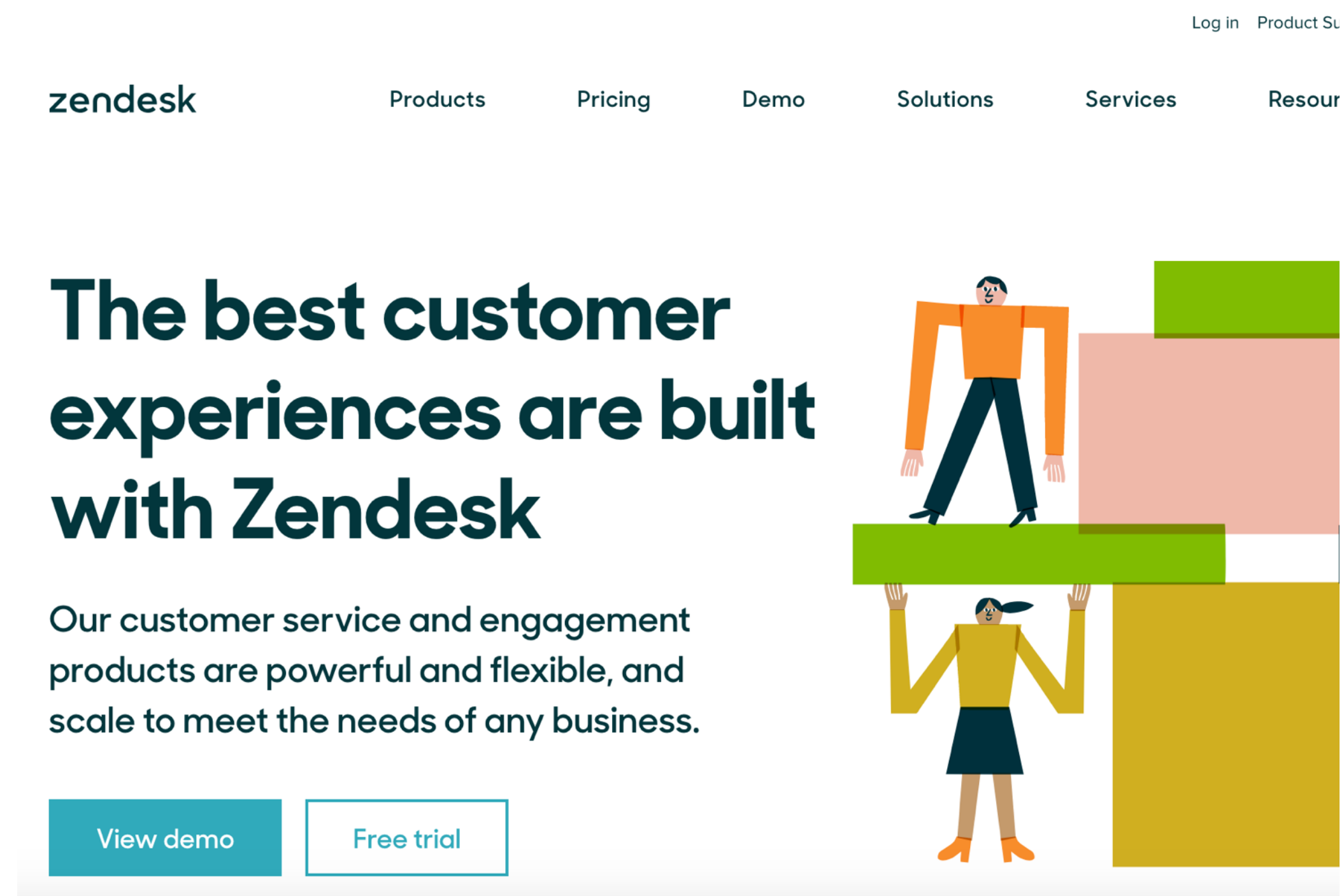


https:// www.website.com



http:// www.website.com



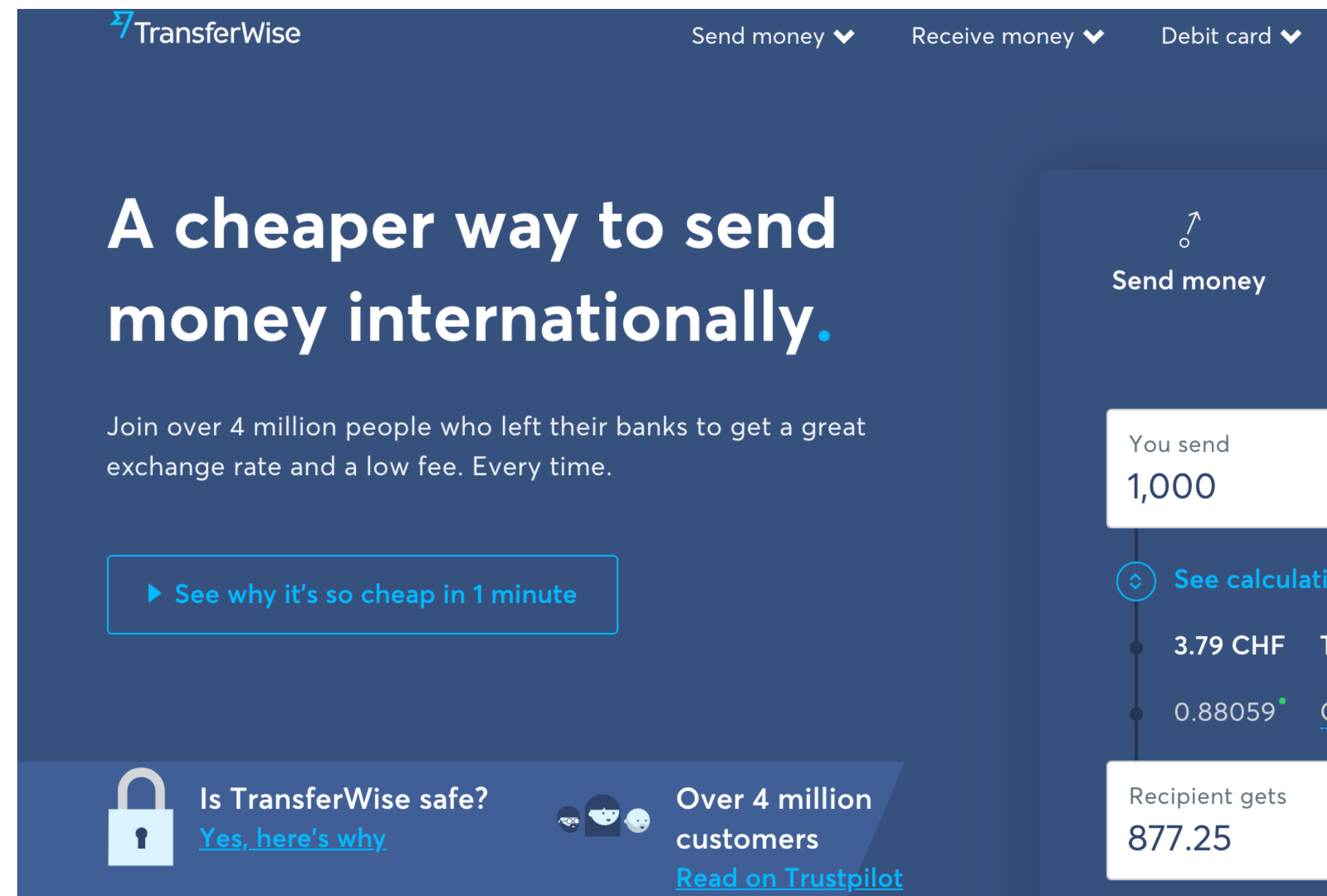


The screenshot shows the Zendesk website homepage. At the top, the 'zendesk' logo is on the left, and navigation links for 'Products', 'Pricing', 'Demo', 'Solutions', 'Services', and 'Resources' are in the center. On the right, there are links for 'Log in' and 'Product Suite'. The main heading reads 'The best customer experiences are built with Zendesk'. Below this, a sub-headline states: 'Our customer service and engagement products are powerful and flexible, and scale to meet the needs of any business.' At the bottom left, there are two buttons: 'View demo' and 'Free trial'. To the right of the text is an illustration of a man in an orange shirt and dark pants standing on a green rectangular block, while a woman in a yellow shirt and dark skirt stands below him, holding up the block. In the background, there are several large, colorful rectangular blocks in shades of green, orange, and yellow.

Your

Website should be your **conversion hub**

- You have 5 - 8 seconds
- Strong value proposition
- Use your client language and terms
- Solutions to your client pain points
- Visually strong presence
- Clear and easy to follow structure
- Information easy to find
- Contact details easy to find

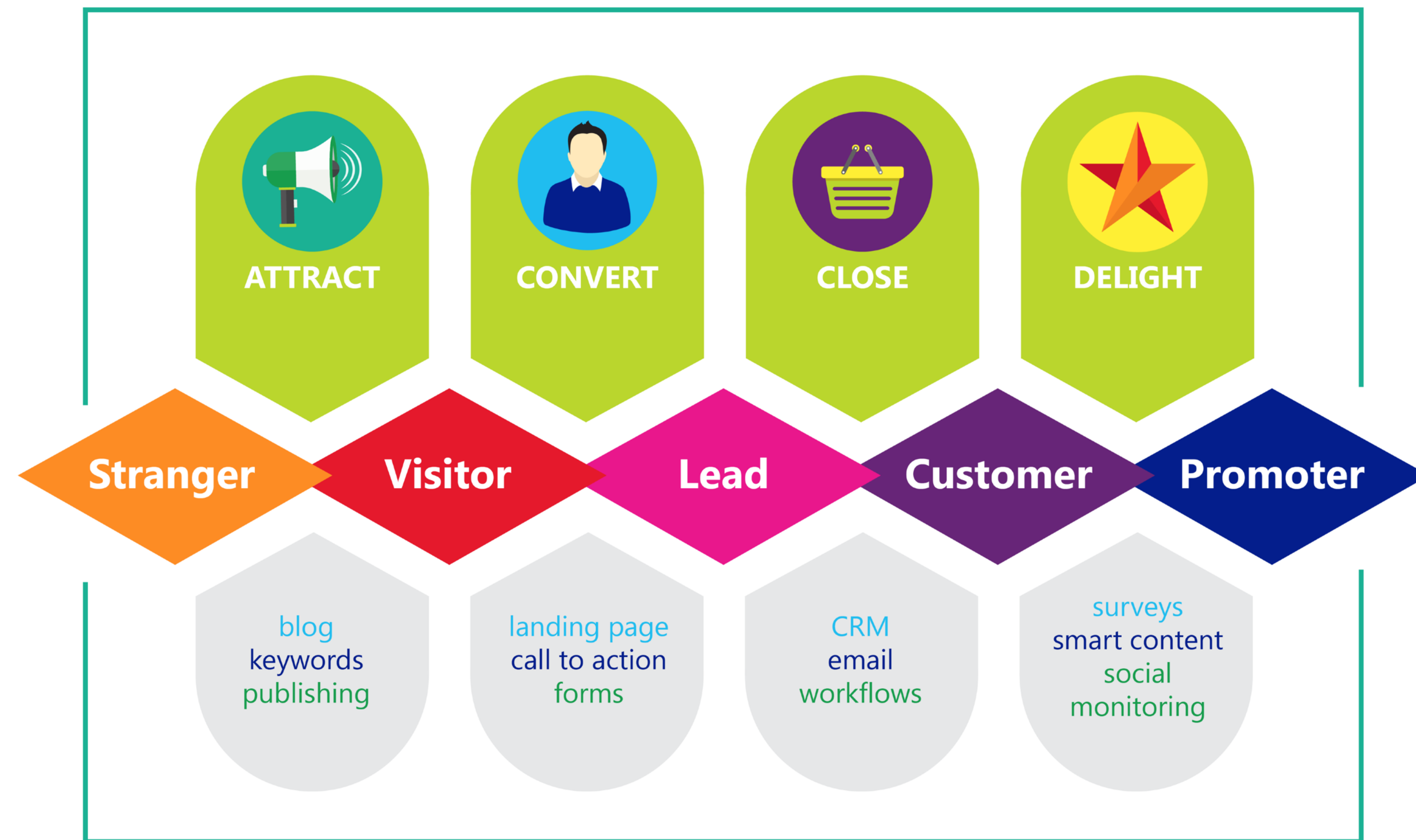
A screenshot of the TransferWise website. The header is dark blue with the TransferWise logo on the left and navigation links 'Send money', 'Receive money', and 'Debit card' on the right. The main content area has a dark blue background with white text. The headline reads 'A cheaper way to send money internationally.' Below it, a sub-headline says 'Join over 4 million people who left their banks to get a great exchange rate and a low fee. Every time.' A blue button with white text says 'See why it's so cheap in 1 minute'. At the bottom left, there's a section titled 'Is TransferWise safe?' with a link 'Yes, here's why' and an icon of a padlock. To the right of this, it says 'Over 4 million customers' with a link 'Read on Trustpilot' and an icon of three people. On the right side of the main content area, there's a 'Send money' section with a calculator showing 'You send 1,000', '3.79 CHF', '0.88059', and 'Recipient gets 877.25'. There's also a link 'See calculation'.

Your

Website should be your **conversion hub**

- Each page has a role
- Visitor journey
- Call to Action points
- Focus on conversions





Hey

Do you
Remember this?



Why

Do you need Content?

- Key to driving traffic to your website
- Key to website leads and conversions
- Key to fresh material for marketing channels
- Key to brand awareness



Why

Do you need Content?

Tailored to your Client Persona at every marketing stage: Attract - Convert - Close

- What conversations are they having on different channels?
- What questions are asked?
- What posts attract the most responses?
- Who are participating?
- What questions have you been answering?



What

Content Do you need?

Quality over quantity!

- The carrot - an offer for a landing page
- Expert articles
- Relevant videos

More value on in-depth knowledge, showcasing your expertise, providing comprehensive information, be the source of valuable information

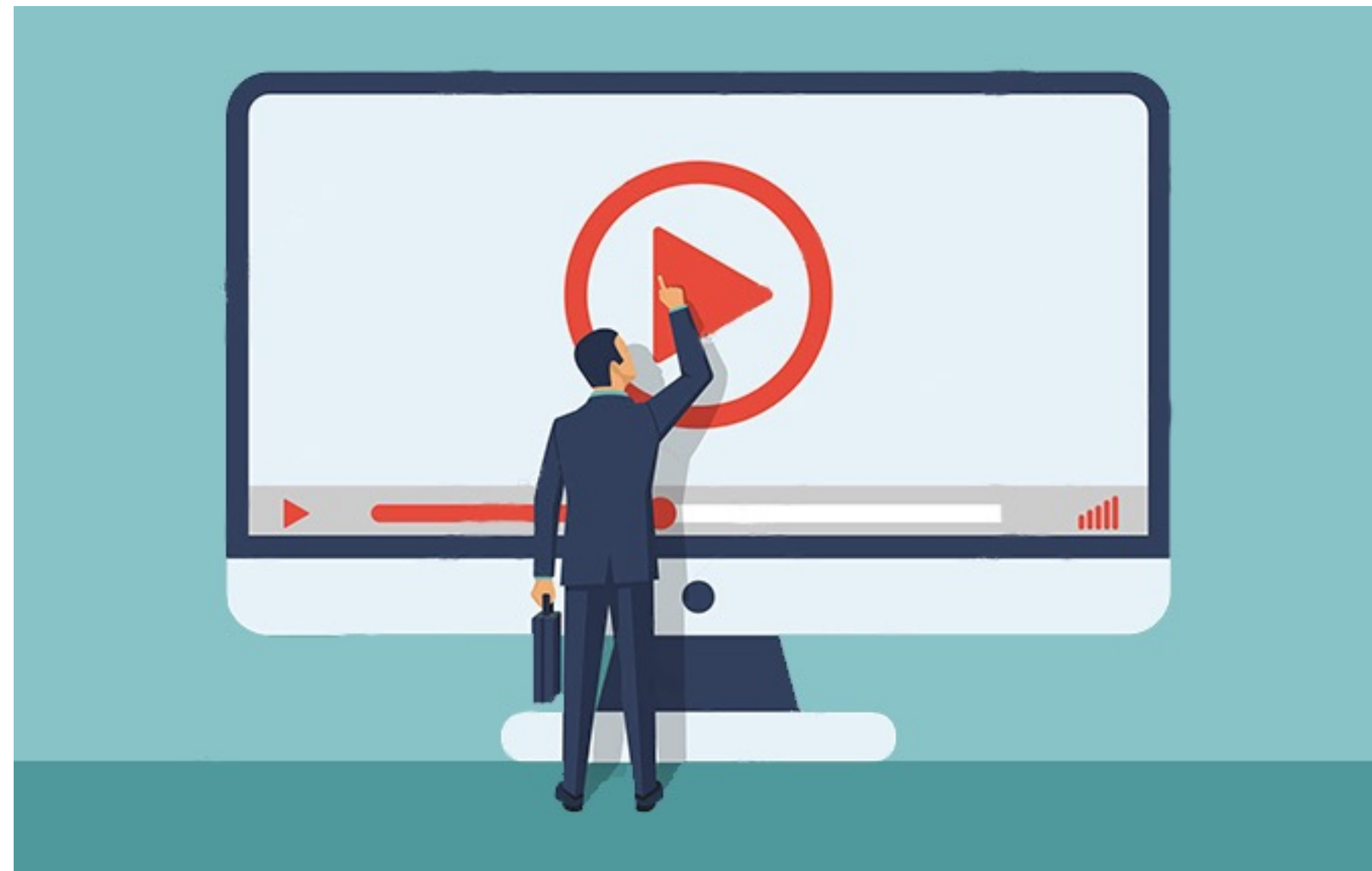


Recommended

Blog Article 101

Quality over quantity!

- Title + First paragraph
- Educate
- Inform
- Solve pain points
- Answer 10 most common questions
- Length, sub-headings, call to action
- Visuals
- Share options



Recommended

Video Content101

Whyyyyyyyyyyyyyy?!

Pro's

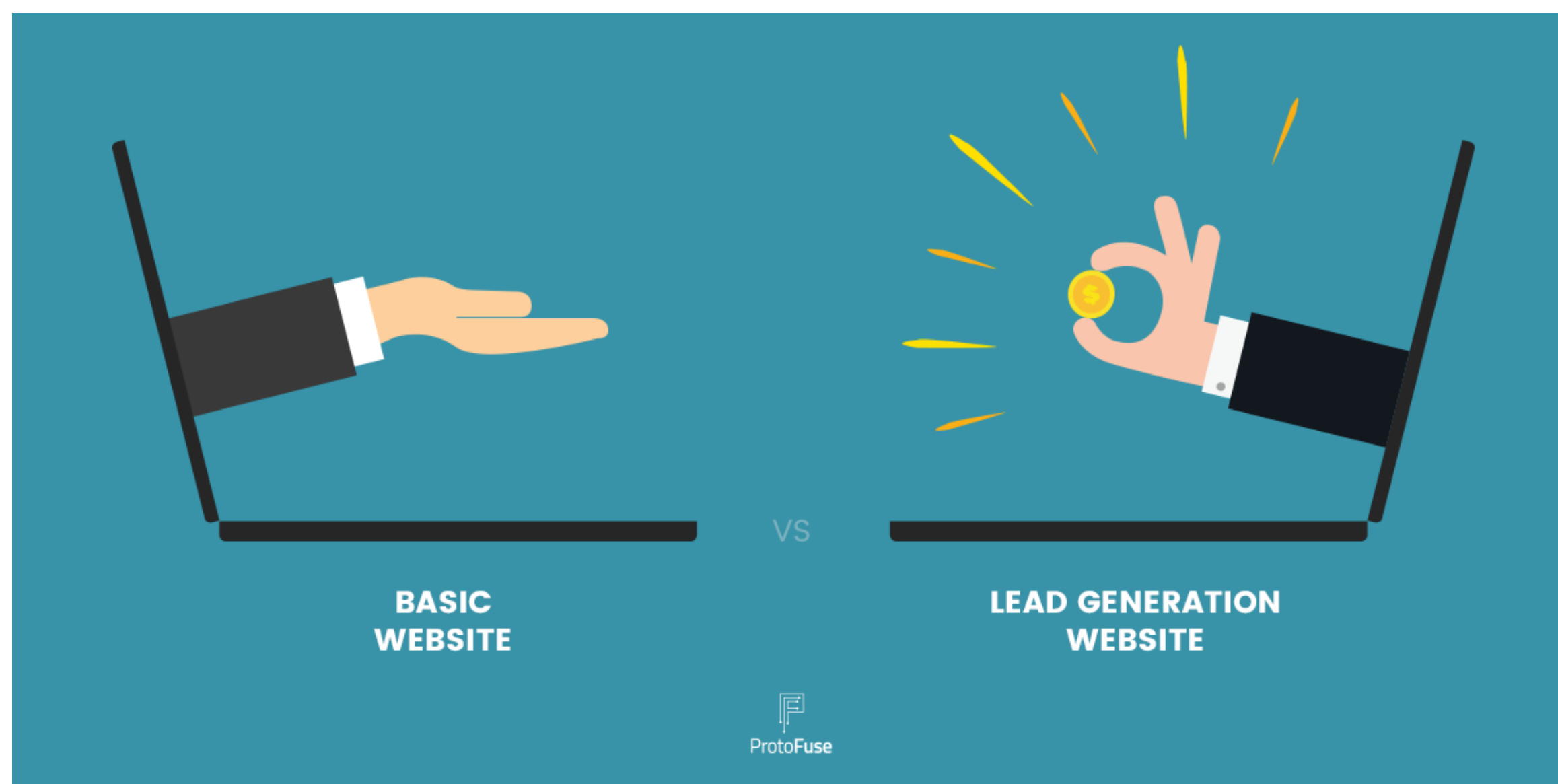
- Fastest growing medium
- 80% viewed in silence - subtitles important
- The camera quality and equipment availability
- Easy to digest

Con's

- Editing
- Subtitles/captions



Now
CONVERT VISITORS INTO LEADS



Why

Conversions are Important

- Visitor becomes a lead
- Contact details
- More cost effective marketing through lead nurturing email campaigns

Different conversion stages

- First time visitor - Offer download, newsletter sign-up
- Repeated visits - Register for a webinar, 30 min consulting
- Seasoned lead - Face to face meeting

nauto

How to Reduce Fleet Collisions in 4 Ways

Learn how you can:

- Reduce fleet collisions
- Coach high-risk drivers
- Incentivize driver safety

This free eBook gives you the 4 steps you need to improve safety in your fleet. Fleets who followed these 4 steps reduced insurance claims by 35%. You can too.

Download the Fleet Safety eBook Now

First Name* Last Name*

Business Email* Phone number*

Company Name* Country* Please Select

Company Fleet Size*

Download eBook

So,

What is a Landing Page

- Landing pages - designed for conversions
- No menu, no footer - keep the logo!
- Attention grabbing headline
- The value offer
- Use bullet points
 - “Yes I need it!”
 - “This is valuable to me!”
- A form with a **call to action** - don't go crazy!
- GDPR notice
- After conversion to a thank you page

Visitor becomes a lead

DOWNLOAD THE WHITE PAPER

Become an expert on Therapeutic Antibodies!

Presented by Labiotech.eu and Scientist.com



Supercharge your knowledge with this all-round masterpiece - everything you need to know about the history, current use and future of antibodies!



I agree to share my data with Labiotech.eu, located at Schönhauser Allee 83, 10439 in Berlin, Germany as well as Scientist.com*, located at 505 Lomas Santa Fe Drive Suite 110 in Solana Beach, CA 92075 USA.

DOWNLOAD NOW

*There is an adequacy decision by the commission for the data protection level in the United States of America.

Avoid a €20 million mistake.

Understand the impact of GDPR on your organization and know what's required for compliance.

GET YOUR FREE INFORMATIONAL GUIDE: "A Marketo Client's Guide to GDPR Compliance"

☐ I'd like to receive more information on this topic; I understand and agree to the [privacy policy](#).

Opting in for additional information is not required to receive this content. All data is protected and secure, as outlined in our [privacy policy](#).

GET THE GUIDE



View all demos

Questions? Call us at 000 800 001 6000.



CONNECT TO YOUR CUSTOMERS IN A WHOLE NEW WAY WITH OUR APPS.

When you use Sales Cloud to manage contacts and sales activities, you'll increase win rates by 29%, boost rep productivity 32%, and get 44% more accurate forecasts.

Watch all our free demo videos

Please fill out all fields*.

Watch now ›

*By submitting your details to us, we may provide salesforce.com information to you as set out in our [Privacy Policy & Security Statement](#)



nauto

How to Reduce Fleet Collisions in 4 Ways

Learn how you can:

- Reduce fleet collisions
- Coach high-risk drivers
- Incentivize driver safety

This free eBook gives you the 4 steps you need to improve safety in your fleet. Fleets who followed these 4 steps reduced insurance claims by 35%. You can too.

Download the Fleet Safety eBook Now

First Name* Last Name*

Business Email* Phone number*

Company Name* Country*

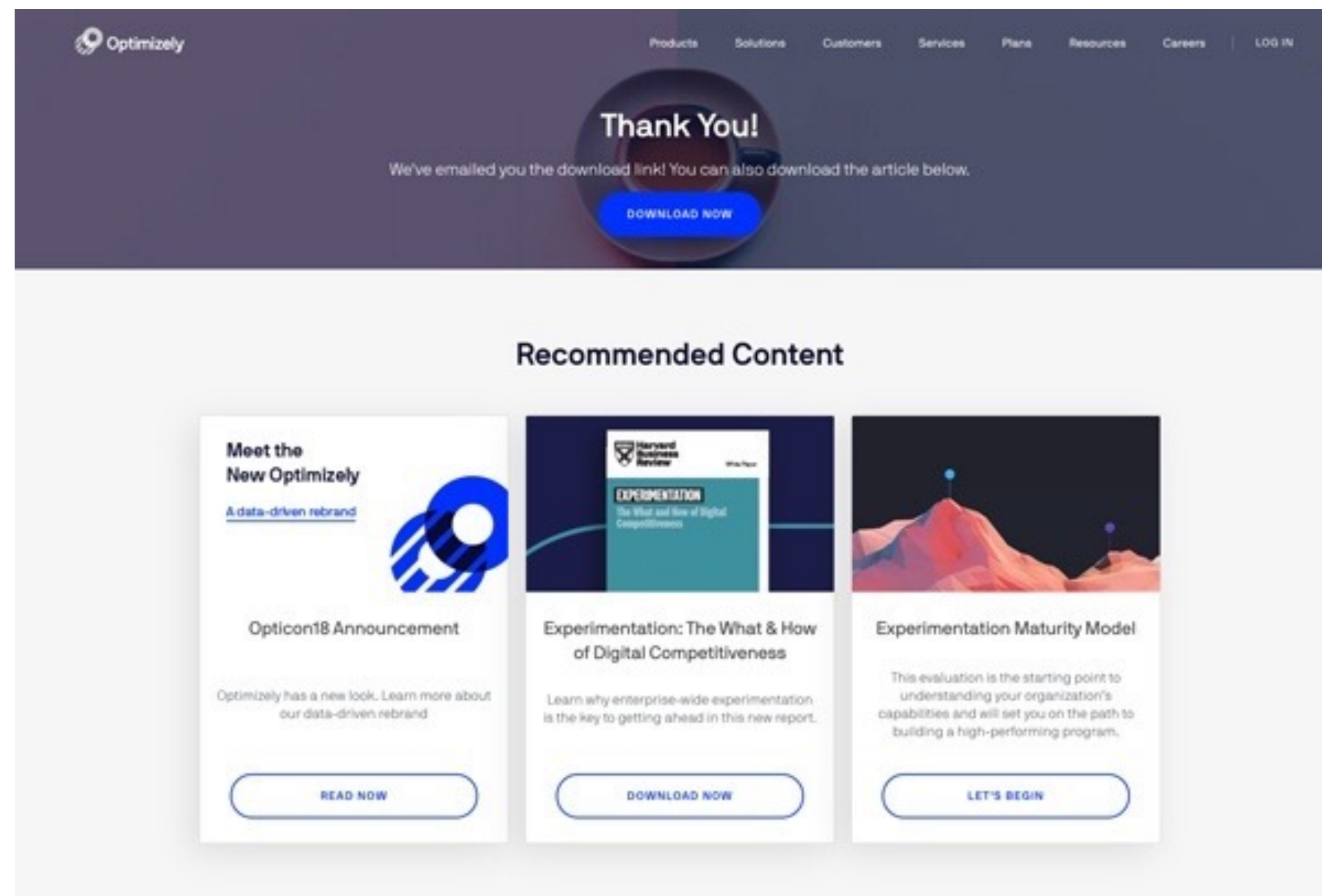
Company Fleet Size*

Download eBook

What to

Offer on the Landing Page

- Fact sheet
- eBook
- Tutorial
- Brochure
- Whitepaper
- Industry report
- Webinar
- Access to resources
- Event registration



Why

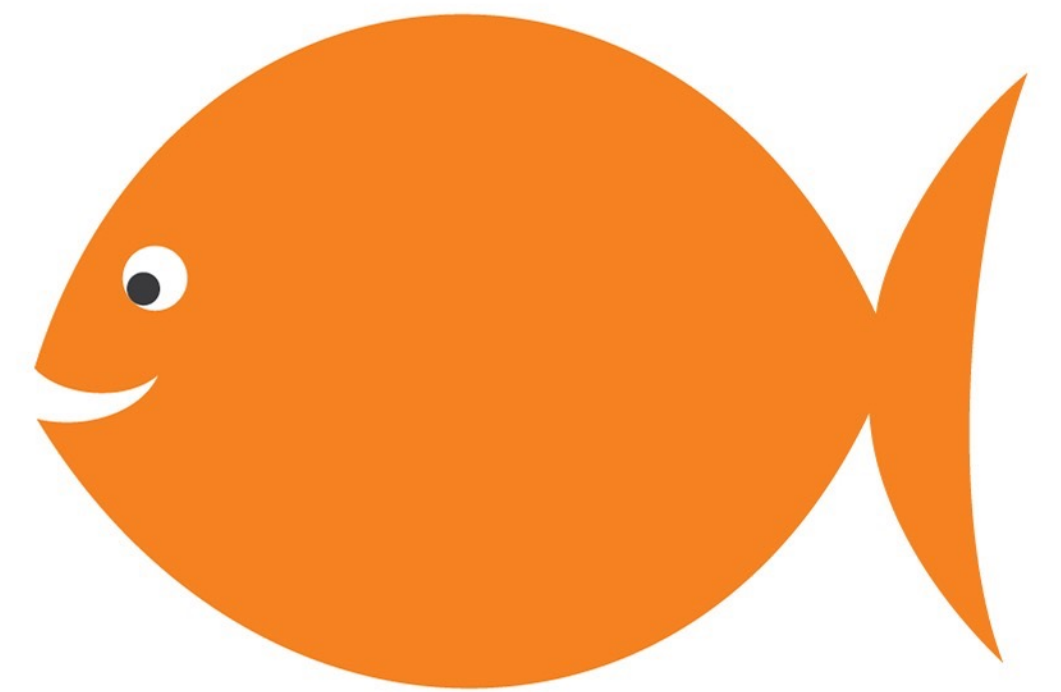
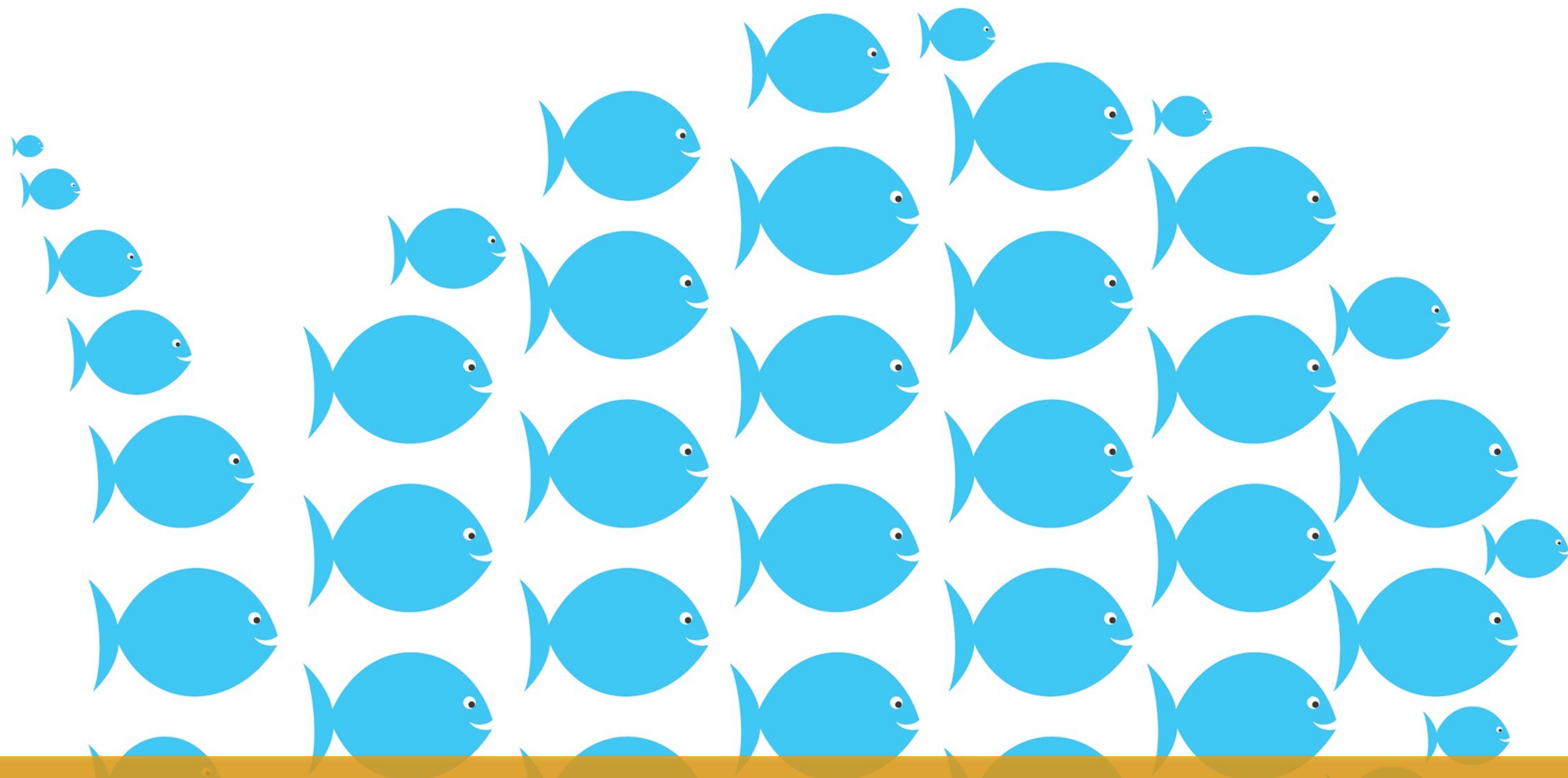
Thank you pages are Useful

- Record the conversion clearly
- Download link (optional)
- Next offer opportunity (as simple as newsletter)
- Time sensitive material
- Invite someone else
- Recommended content
- Visual appeal
- Clear and easy to follow structure

Two sharpened pencils, one grey and one blue, are positioned diagonally on the left side of the image. The background is a solid yellow color.


Your “carrot” offer - 10 min

- **What type of content to turn visitors into leads**
- **What pain points does it solve**
- **Strong content title**
- **Type (fact sheet, video, graph, report...)**
- **What contact details do you ask?**



Promote your content

ACTIVATE YOUR MARKETING CHANNELS



EPFL start-up community

Standard group

2,071 members

Cancel Request

About this group

Entrepreneurs and people (interested in) supporting entrepreneurship around EPFL.

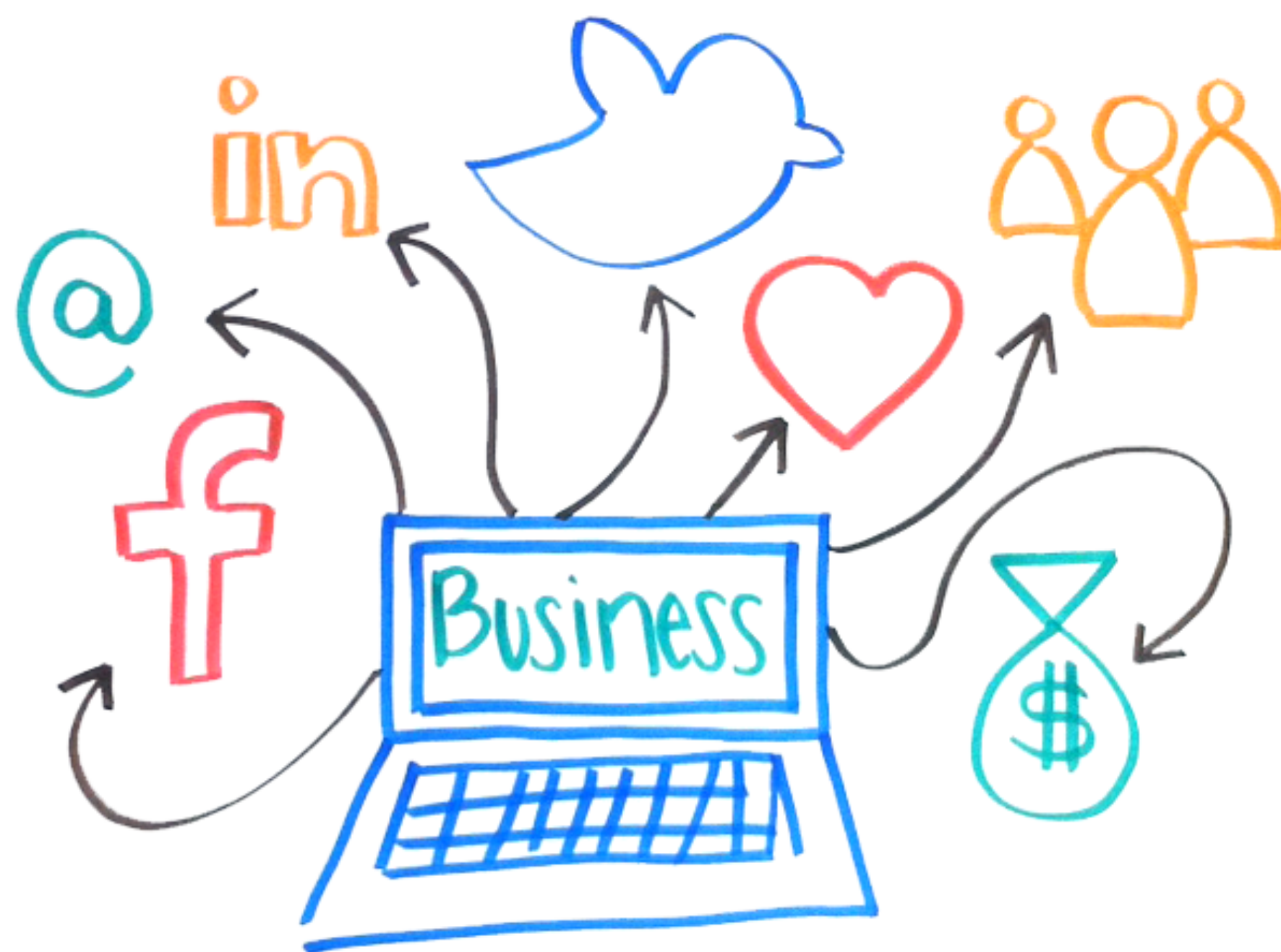
If you want to know more about EPFL ecosystem, you can download "innovation around EPFL" on the Website link

Think

Where is your Ideal client?

LinkedIn, Facebook

- What platforms
- Specific groups/topics on LinkedIn, Facebook
- Specific events
- Which websites



Your

Social Media Strategy?

- Does it make sense?
- What opportunities do you have
 - LinkedIn company page
 - LinkedIn publishing feature
 - News feed
 - Posts
 - Comments
 - Reach out to specific target client
- Measure the results



Paula Kennedy Garcia • 2nd

Vice President - Concentrix

2d • Edited

At **Concentrix** we believe that work is no longer a place, or age. By inclusively innovating our strategy for organizational growth we will attract the best talent and give their work a sense of freedom.

Exciting things are happening with us at the distributed team end of the remote working scale - it's a place for energy, challengers, thought leaders, passion, curiosity and a rare chance to be part of something that will fundamentally disrupt how we work today.

The Future of Work is saying goodbye to the 9-5. At **Concentrix**, we tend to agree.

Reach out if you think you've got what it takes. If you need a nudge, read more from **Crunchbase** on how the barriers to entry we imagined 10 years ago are long gone and how remote work is not only possible, but it's also happening today with great success.

#differentbydesign #changeiscoming #disruption #clientsuccessleader #HRComplianceleader #digitalmarketer #businessdevelopment #sales

<https://lnkd.in/euGmPrD>



110 Likes · 6 Comments

Like Comment Share



Why

Digital Advertising?

- Based on Client Persona profile
- Accurate targeting
- Pain points + benefits
- Speak their language
- Minimize the wrong audience
- What topics interest them?



How

Digital Advertising?

- Google AdWords
- Facebook ads
- Instagram ads
- LinkedIn ads
- Bing ads
- General vs specific campaigns
- Remarketing
- Tracking and measuring - ROI, CPA
- Budget



Targeted

Email marketing and **Lead nurturing**

- Lead nurturing
- Objective -> client
- Series of emails - email automation
 - Content
 - Offer
 - Call to action
- Email vs Newsletter
- Measured



BUDGET

Your
DIGITAL MARKETING BUDGET



What is my

Digital Marketing Budget?

- The website
- The carrot offer
- The time
- The emails
- The advertising

Creating - testing - measuring - improving...



My toolbox

Digital Marketing Marketing tools?



BUILT BY THE TEAM BEHIND
COVERAGEBOOK.COM

The Easiest Way To Turn Your Visitors Into Ecommerce Customers

Powering **786,713 sites**. No coding required.

[TRY FOR FREE](#)

Proven To 2X Your ROI.

Step 1: Pick a Sumo Shortcut below.

✓ Free 14-Day Trial

✓ Easiest To Set Up

Go beyond email marketing with true marketing automation

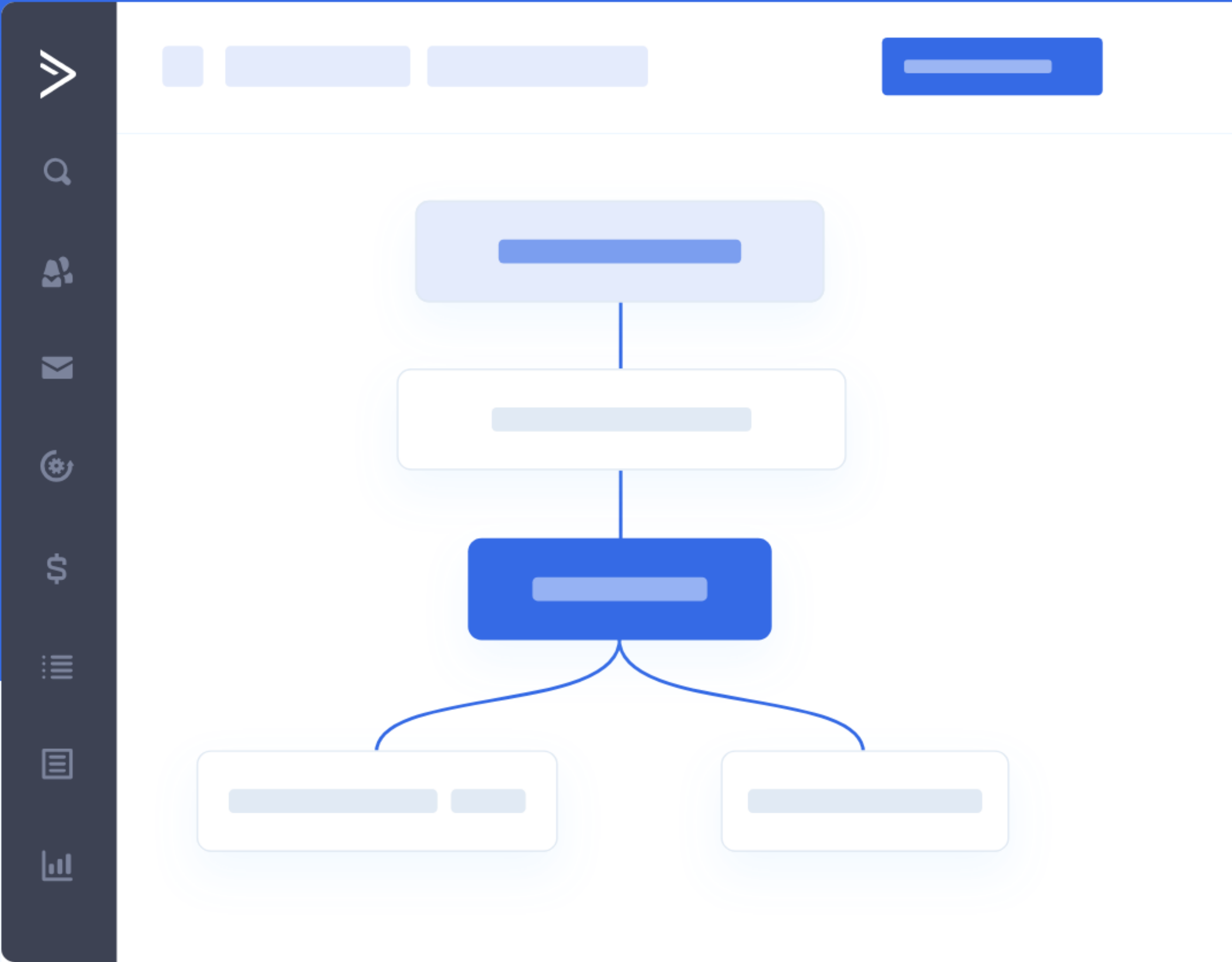
Email Address

Start your free trial ▶

Try it free. No credit card required. Instant set-up.

FEATURED IN

Chicago Tribune Forbes Inc.



Free your marketing machine

Easy email, landing pages, and marketing automation.
All in one mighty platform, working together to get you results.

SIGN UP FREE



Email Marketing ›



Marketing Automation ›



Landing Pages ›



List Growth Tools ›

Keap exists to help small businesses succeed

Choose which product is right for you.



Grow and scale through advanced automation

The #1 all-in-one CRM and advanced marketing automation platform. Automate your sales and marketing to capture and convert leads and create a loyal client base.

[Go to Infusionsoft](#)



Manage clients and leads better

Swap out spreadsheets for easy-to-use, smart client management software that helps turn incoming leads into satisfied clients.

[Go to Keap](#)



There's a better way to grow.

Marketing, sales, and service software that helps your business grow without compromise. Because “good for the business” should also mean “good for the customer.”

Get HubSpot free

Get started with FREE tools, and upgrade as you grow.





Analytics

Don't forget to

Measure and Analyze

- Google Analytics - free tool
- Any other platforms and tools
- Measure the progress
- Measure results
- What needs to be adjusted
- Don't be blind!



What we covered in **this workshop?**

- Digital Marketing Strategy Stages
- Created a solid foundation
- Looked at steps to increase website visibility
- Discovered why content is a traffic magnet
- Why conversions matter
- Created your carrot offer
- Looked at some marketing channels



Kristiina Urban

UrbWorks Online Marketing

kristiina@urbworks.com

+ 41 79 816 59 20

UrbWorks Online Marketing

