

Customer centric web design for successful Inbound Marketing

September 8th, 2016 - Amsterdam

Meetup #5

#HUGAmsterdam

Brandsensations

Inbound Marketing Strategies

Growth-Driven Design

Social Media Strategies

Founded in 2011 / Viersen, Germany

HubSpot Partner

Hootsuite Partner

Hootsuite Ambassador in DE

Influitive Partner

Focused on:

Interior Design

Lifestyle

Marketing Agencies

Non-Profit Organizations



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Agenda

- ▶ 5 Reasons for a new website
- ▶ Inbound Marketing 101
- ▶ Website development
- ▶ UX / Customer centric web design
- ▶ Website structure
- ▶ Growth-Driven Design
- ▶ Current web design trends



Time for a new home for your online content!



5 reasons for a new website

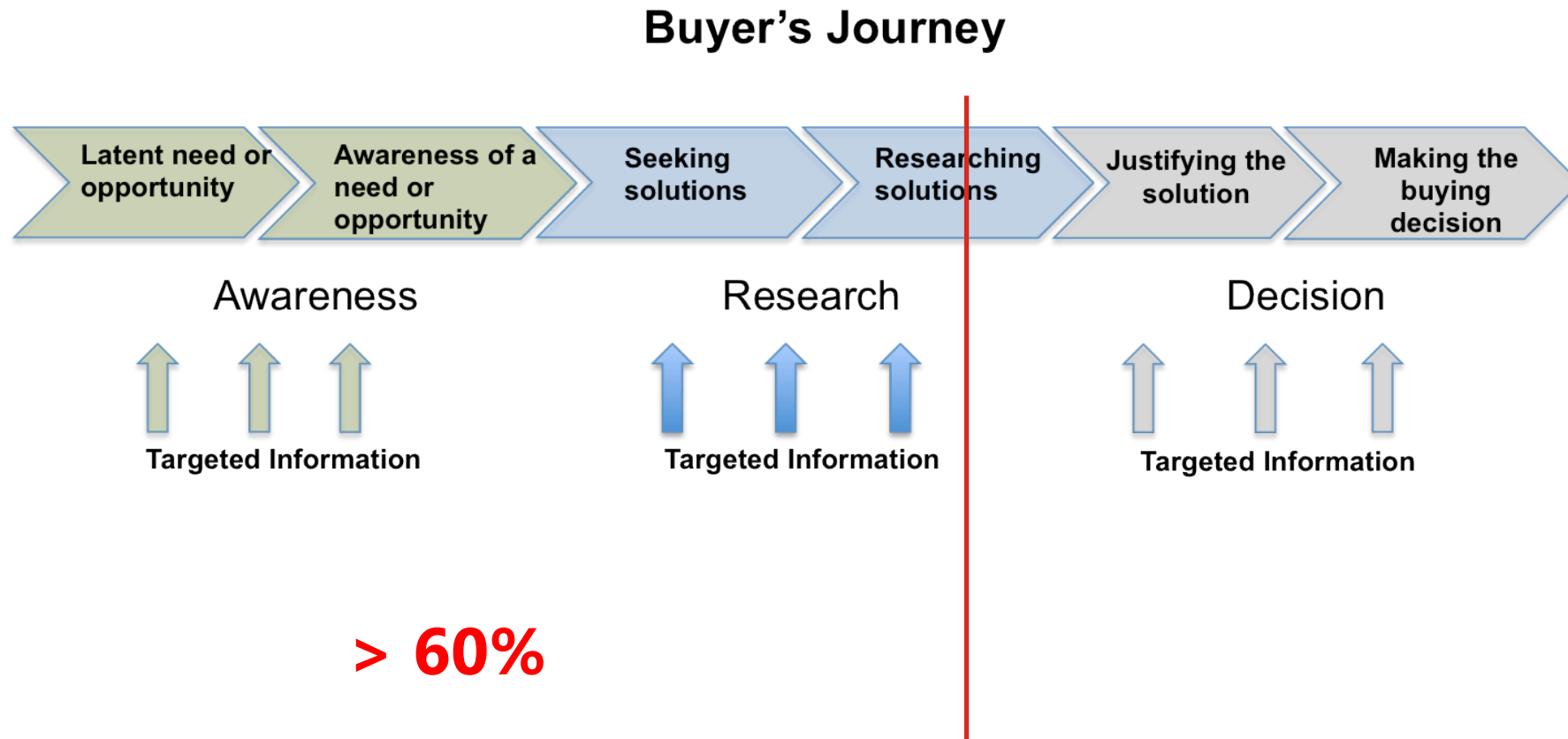
- Current website is older than 3 years
- SEO optimization
- User Experience (UX) optimization
- Outdated design
- Inbound Marketing Strategy implementation for online lead generation

92%

of online users first use search engines to look for services and products.

> Your website is the anchor of your Inbound Marketing Strategy!

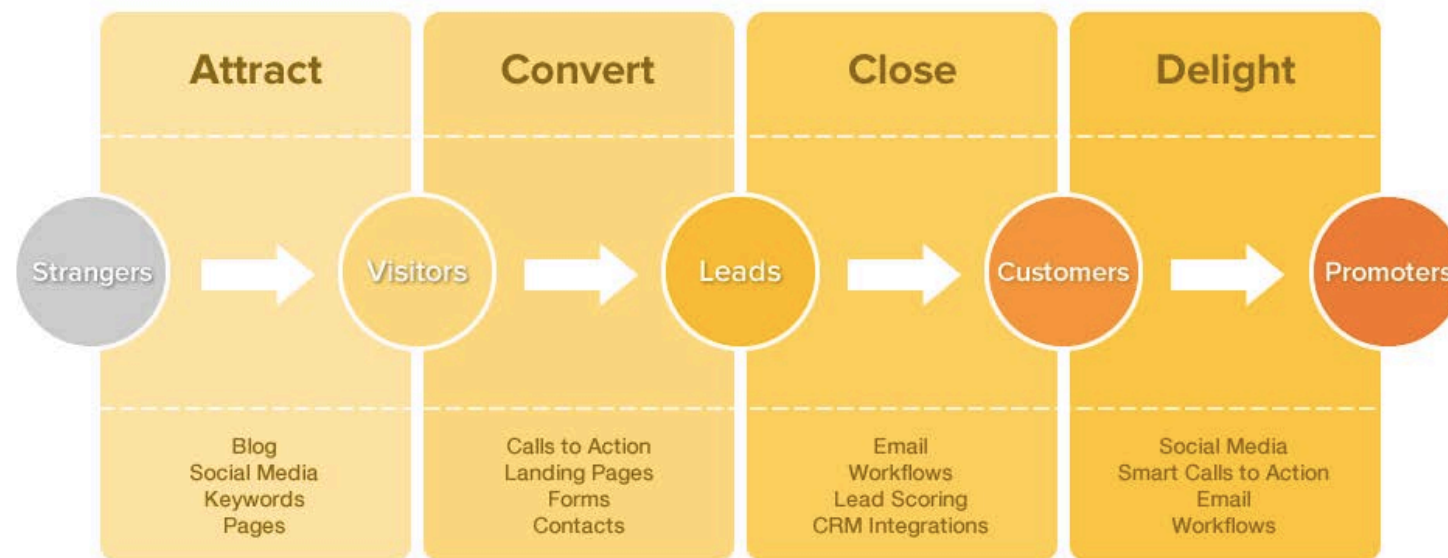
Buyer's Journey



Inbound Marketing Methodology

Inbound Marketing Methodology

The best way to turn strangers into customers and promoters of your business.



First steps: your goal

What is your main goal?

- Increase awareness?
- Generate leads?
- Qualify leads?
- Convert leads to customers?

> **Set a S.M.A.R.T. goal!**

Example: „ We want to increase the website traffic from 3.000 to 8.000 until March 31st, 2017“



First steps: your Buyer Persona(s)

Semi-fictional person who describe your ideal customer:

- Their challenges and life goal
- Where they get their information and which kind of content they like most
- Their daily problems and pain points

Then you will:

- be better found by these persons
- offer relevant content
- earn trust and be able to build a relationship

Jane Social Media Expert

GOALS:

- To move the discussion of social media on from where it is. Discuss how real ROI can be calculated.
- Increase her readership by keeping audience informed of latest updates on social platforms.

What She Shares:

- Loves content on social ROI. How companies can use social data to improve their marketing.
- Wants to be first on new feature announcements for Facebook & LinkedIn

How to noticed:

- Create interactive tool to show the ROI of time spent on twitter and share for feedback
- Survey readership on best Facebook change over past year. Ask Jane to comment.



First Steps: USP (Unique Selling Proposition)

Once you defined your buyer persona you will have to define your USP.

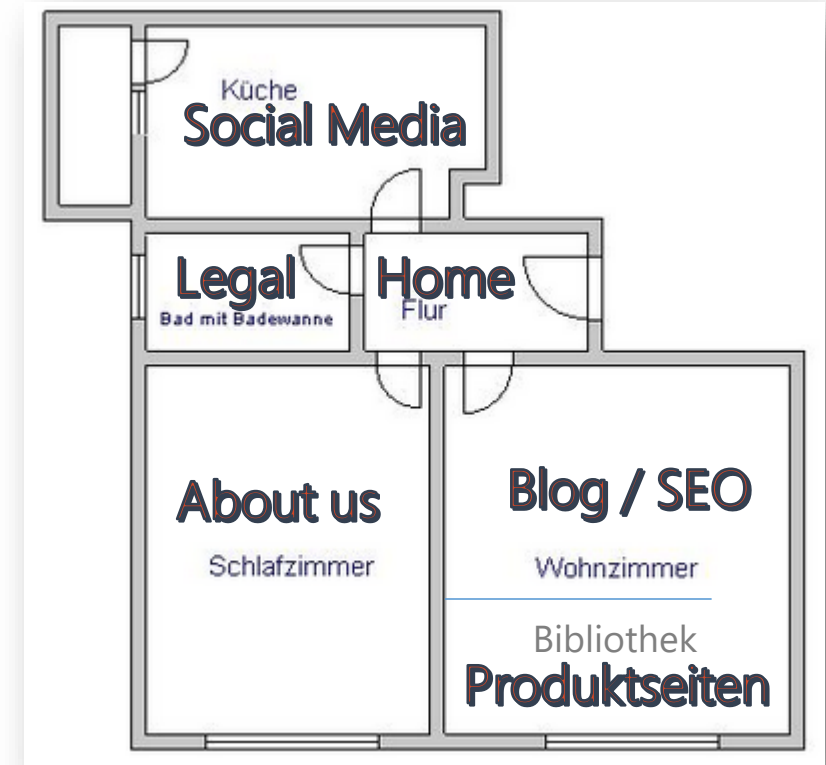
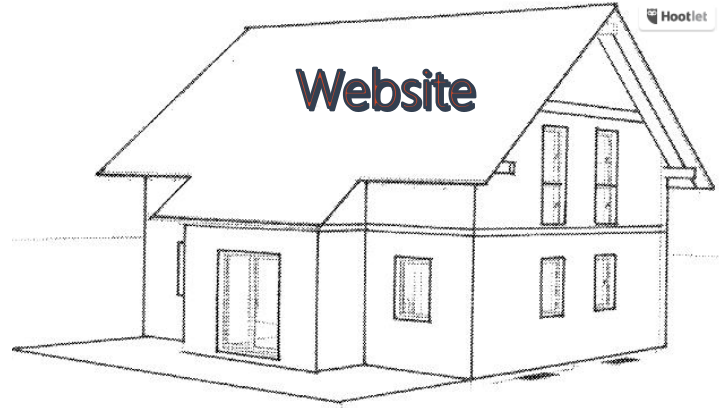
Advantages:

- Offer better fitting solutions to your leads
- Differentiation from your competitors
- Strengthen your market position
- Development of relevant content



Second Step: Structure of the website

The structure of your website is like a ground plan, showing how it is planned to work.



UX User Experience

Always have the buyer persona in mind while planning the website and its content.

You build the website for your visitor / lead / customer. Not for you.

Function, then Design.



Customer Centric Web Design



Golden Rule of Web Design:

„Tell me where to click.“

You need to develop first the website structure.

Build your website with a visible path.
Always guide your visitor to the next action with link or CTAs.

Seth's Blog: „The first rule of Webdesign“

http://sethgodin.typepad.com/seths_blog/2015/02/the-first-rule-of-web-design.html

Customer Centric Web Design

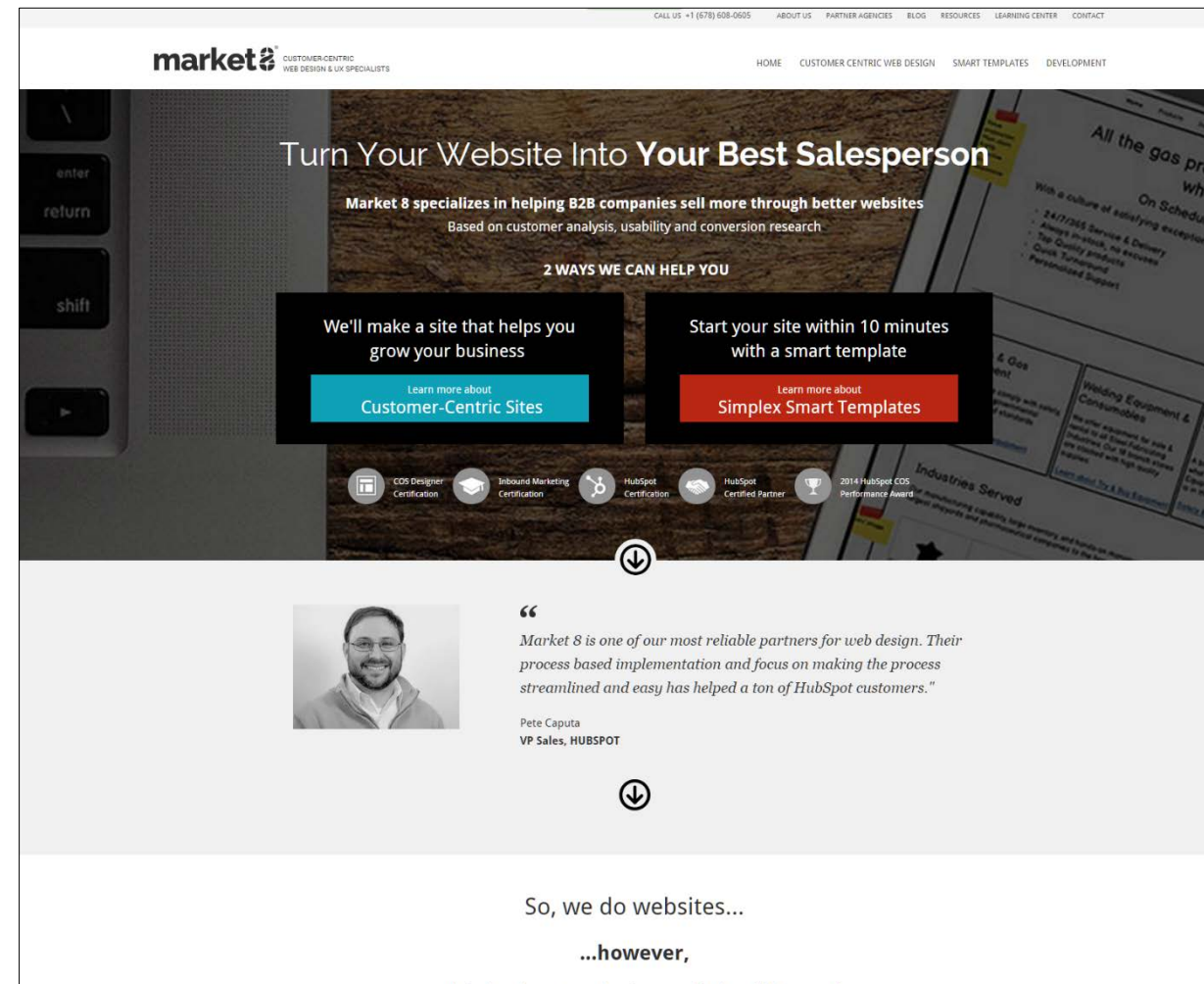
Front Page Example

USP: not only web design but sales focused websites >

2 different offers for the different stages
of the buyer's journey >

Testimonial increase trust >

Always try to answer at once the visitor question:
„What's in it for ME?“





Front Page („Home“)

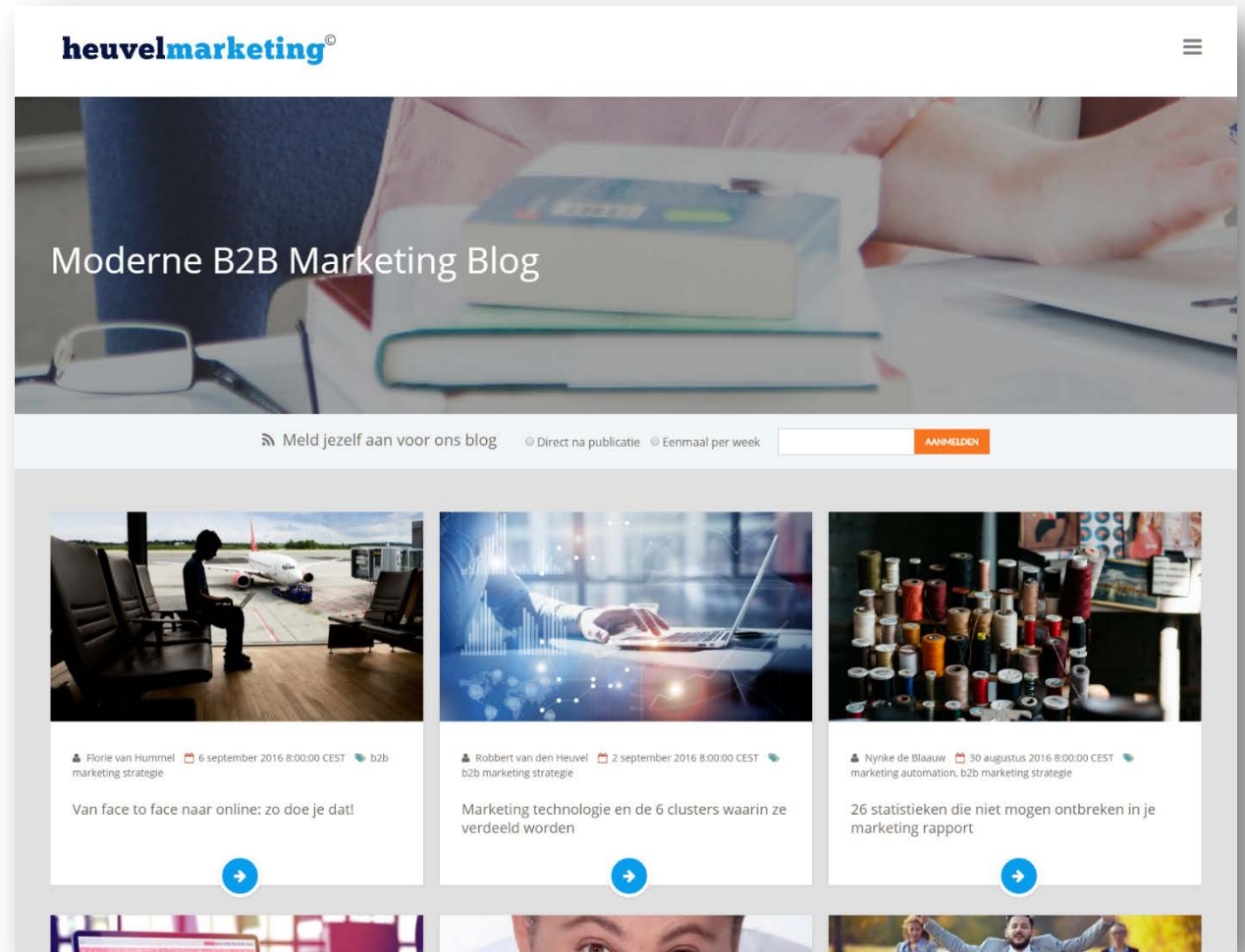


- ▶ First impression counts (ZMOT*)
- ▶ Am I at the right place?
- ▶ Show your USP!
- ▶ Clear Navigation
- ▶ Don't forget to list your Social Media „Follow me“ icons throughout the whole website (header or footer)

* Zero Moment Of Truth

Blog

- ▶ Your blog is your most important SEO element of your website!
- ▶ Ranking: Google love fresh and relevant content
- ▶ Time on site
- ▶ Tone of voice: there are so many blogs... Be different. Don't write neutral texts.



Heuvel Marketing Website: <https://www.heuvelmarketing.com/blog>

SEO

On-Page SEO:

The 9 most important elements on EACH of your pages!

- ▶ Keywords – Use Long Tail Keywords !!!
- ▶ Page title
- ▶ Meta description (shown on SERP Search Engine Result Pages)
- ▶ URL
- ▶ H1 Tag
- ▶ Page content (Text)
- ▶ Call to action
- ▶ Internal links
- ▶ Pictures (File name and ALT Text)



Off-Page SEO: Link building (Backlinks)

- ▶ Domain authority matters!

Product / Services



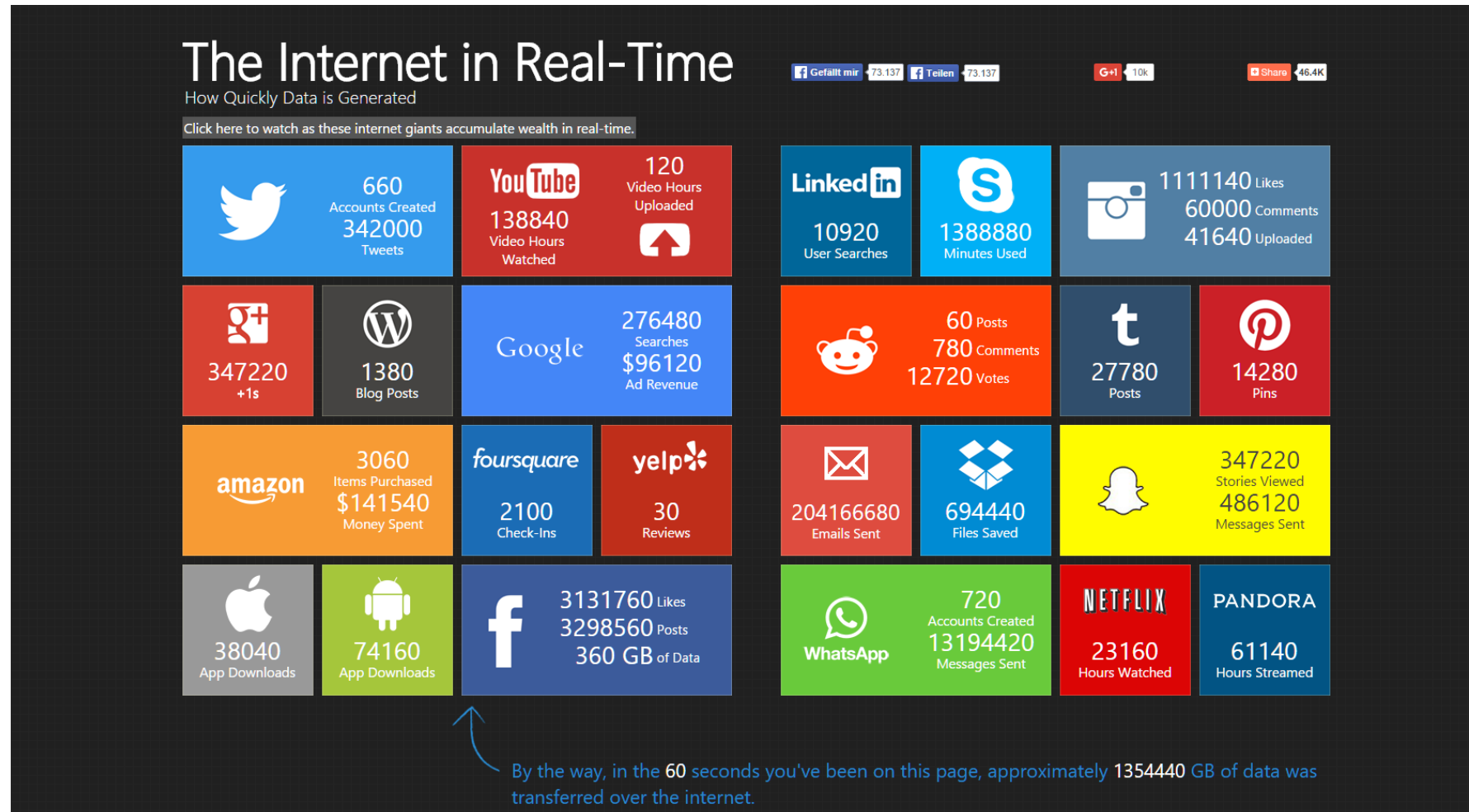
- ▶ Always start with your most important service or product
- ▶ UX matters
- ▶ Information is easy to find
- ▶ Search field
- ▶ Resource page for your content
Conversion may start from here too

About us



- ▶ 3rd most visited page
- ▶ Who are the people behind the brand?
- ▶ Where is the company located?
- ▶ What is their vision?
- ▶ All this information helps you building a relationship with the visitor.
- ▶ Don't exaggerate!

Social Media – Not an option but a necessity



Interaktive Infografik: <http://pennystocks.la/internet-in-real-time>

Social Media

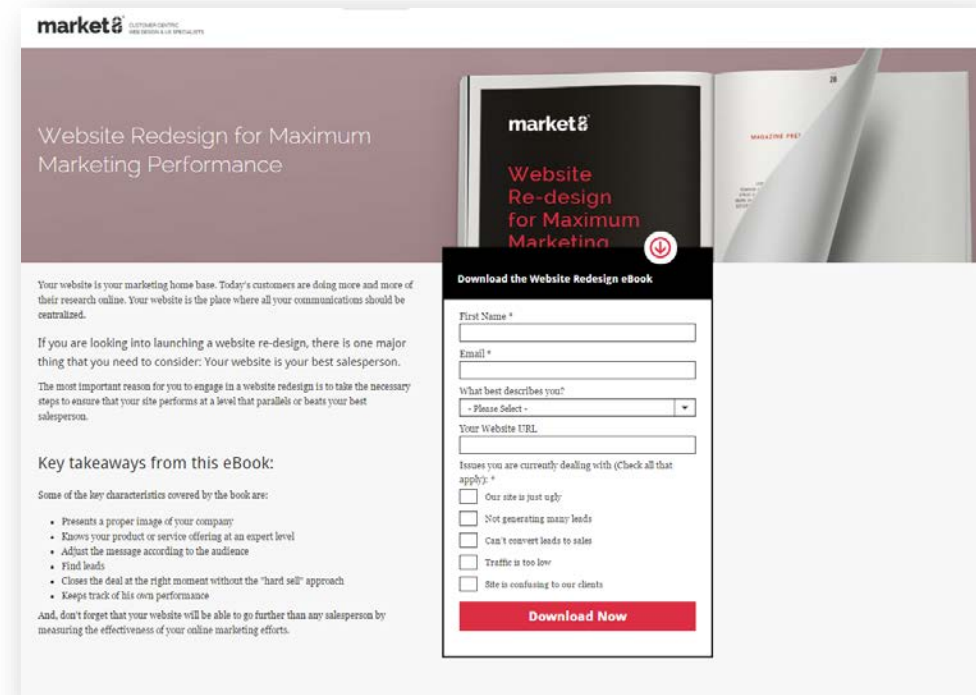
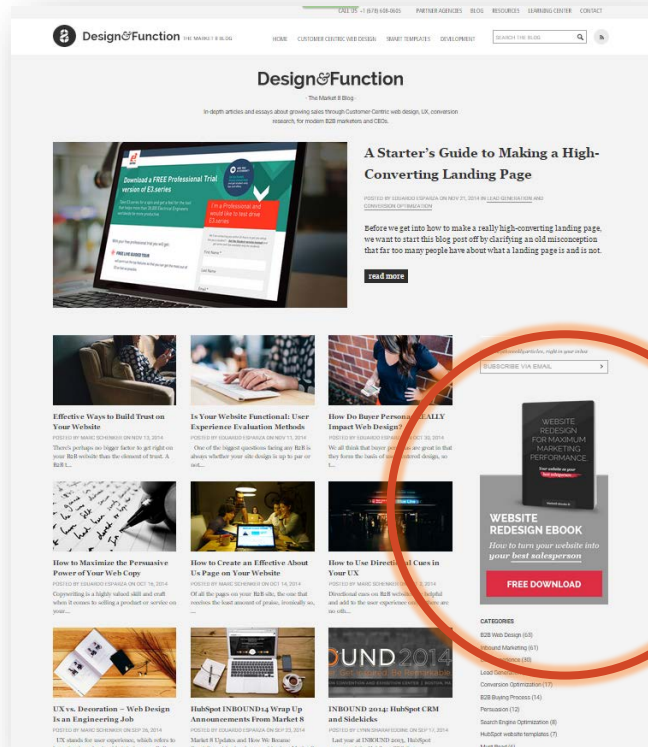
- ▶ Spread your content
- ▶ Build your network / community
- ▶ Real-time interactions
- ▶ Monitoring of your brand / products
- ▶ Market research / trends
- ▶ Always remain authentic
- ▶ No more B2B or B2C. It's H2H.



H2H. Human to Human.

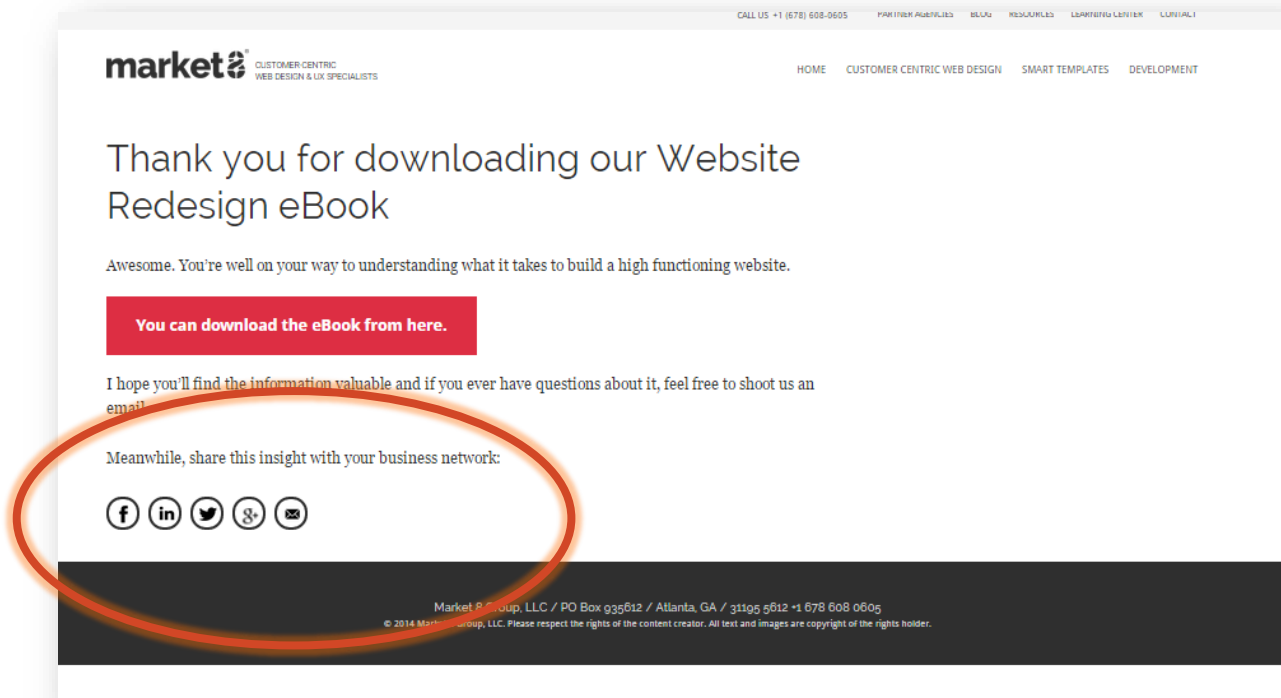
Online Conversion Path

Blog / Web Page > Call to action > Landing Page with form > Thank You Page > Next Action



Online Conversion Path

Blog / Web Page > Call to action > Landing Page with form > **Thank You Page** > **Next Action**



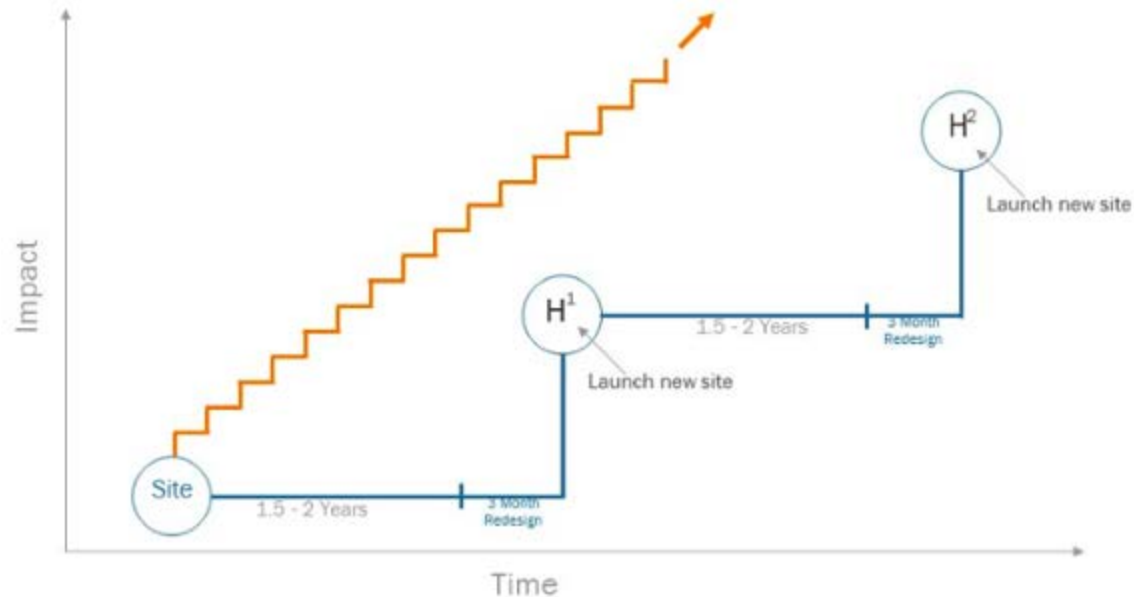
Growth-Driven Design



Website Redesign:
How long will stay
your website
offline?

Growth-Driven Design

Traditional Web Design vs. Growth Driven Design

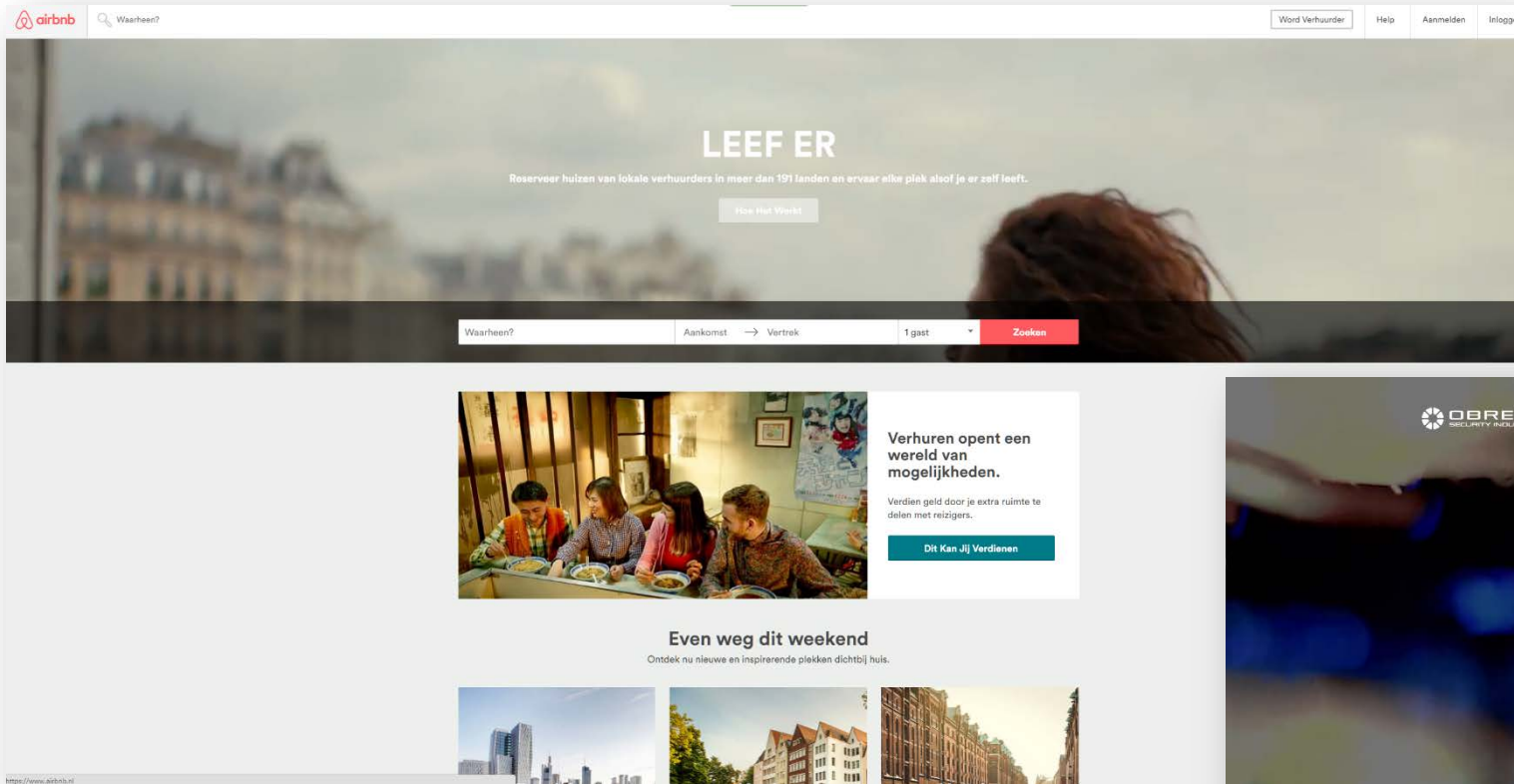


Bildquelle: www.growthdrivendesign.com

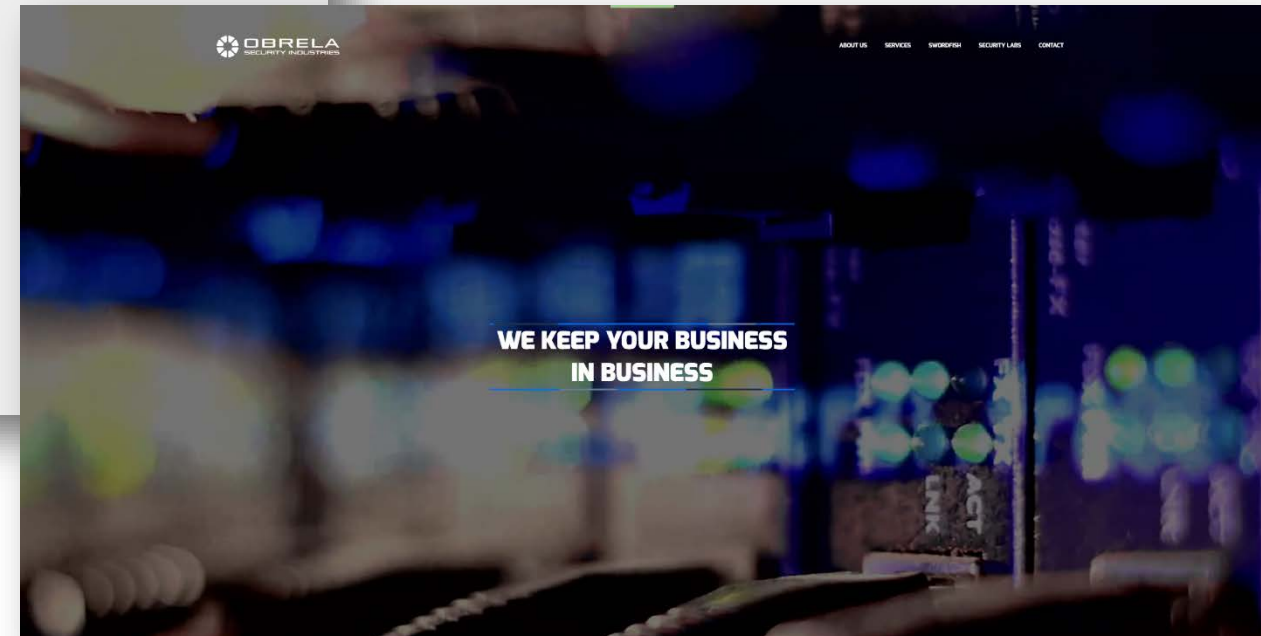
Growth-Driven Design (GDD) means:

- ▶ Quick start
- ▶ Budget control
- ▶ Optimization of investments
- ▶ Website is always online and up to date
- ▶ Agile approach

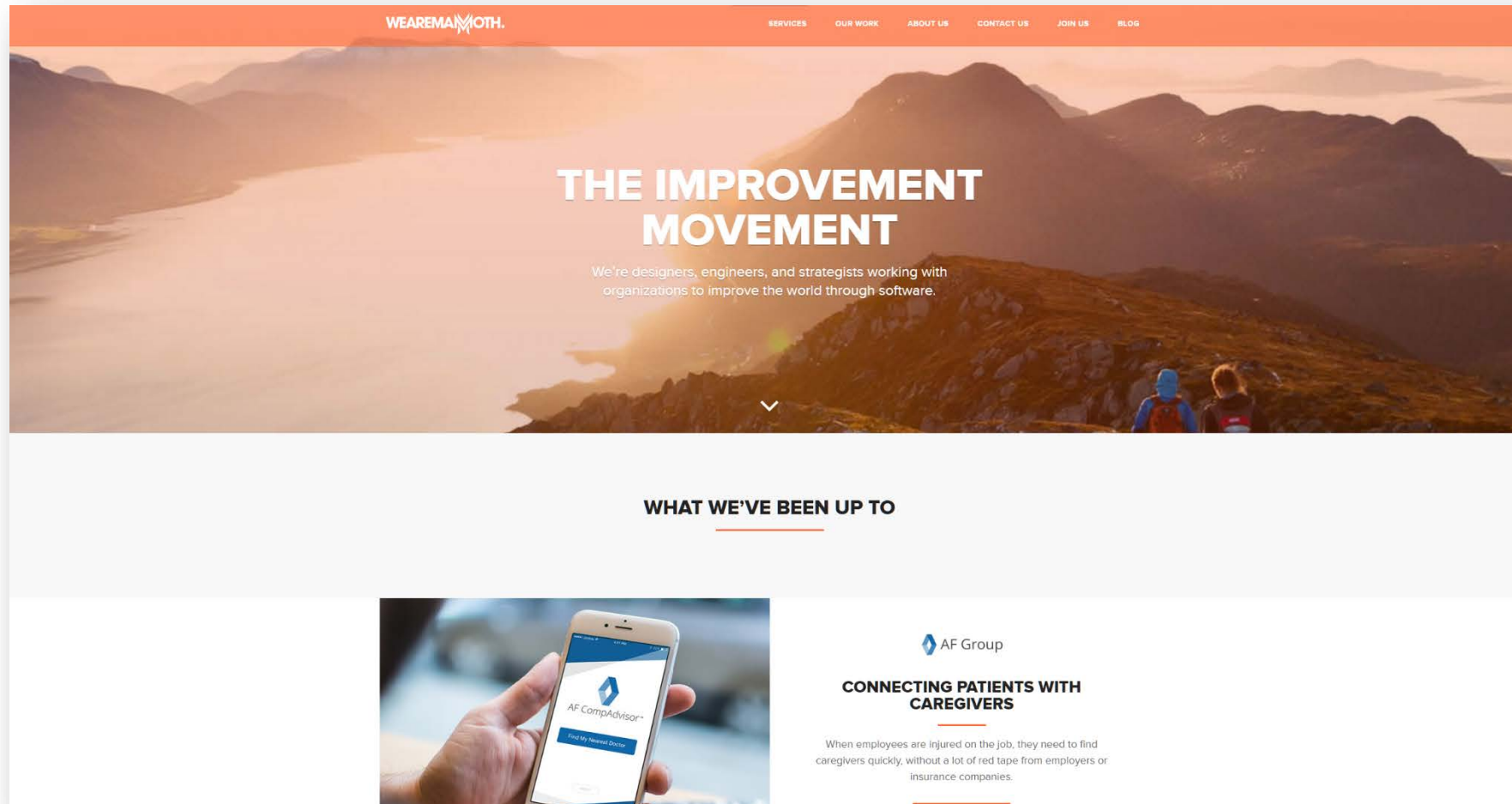
Current Web Design Trends



Big pictures or background videos



Current Web Design Trends

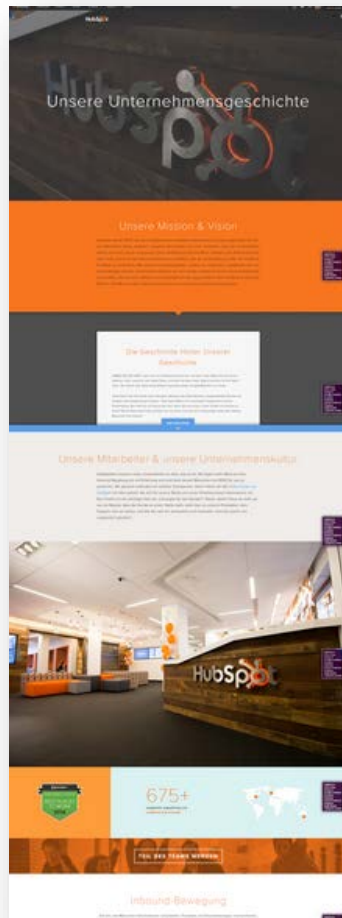


Clean navigation

Plenty of white space

<http://wearemammoth.com>

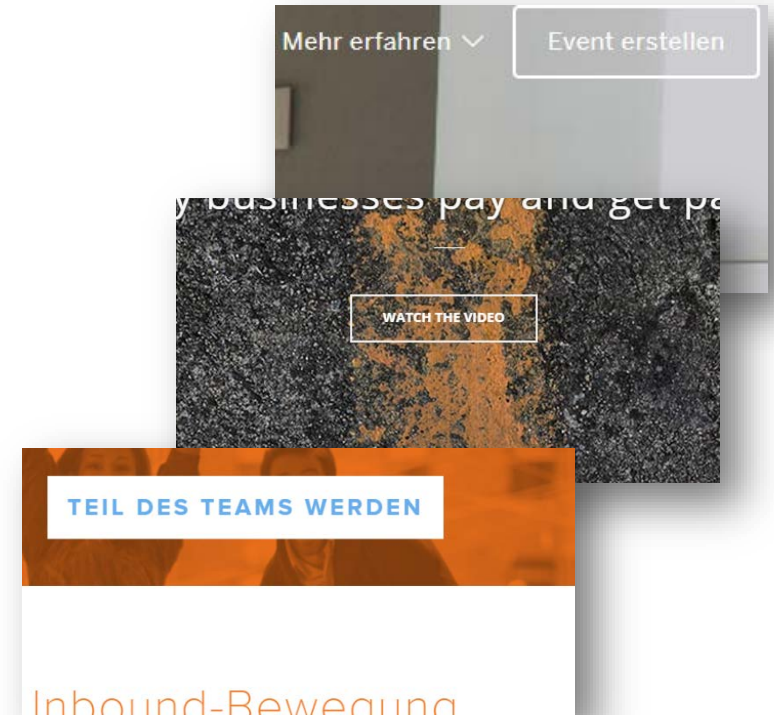
Current Web Design Trends



Long pages

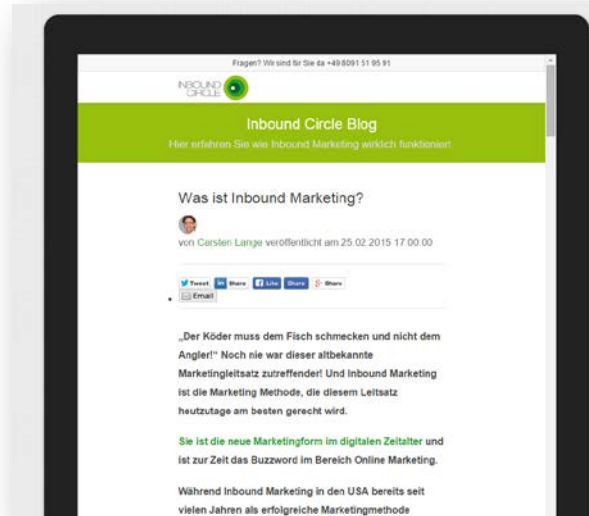


<https://www.hubspot.de>



Flat call-to-action buttons

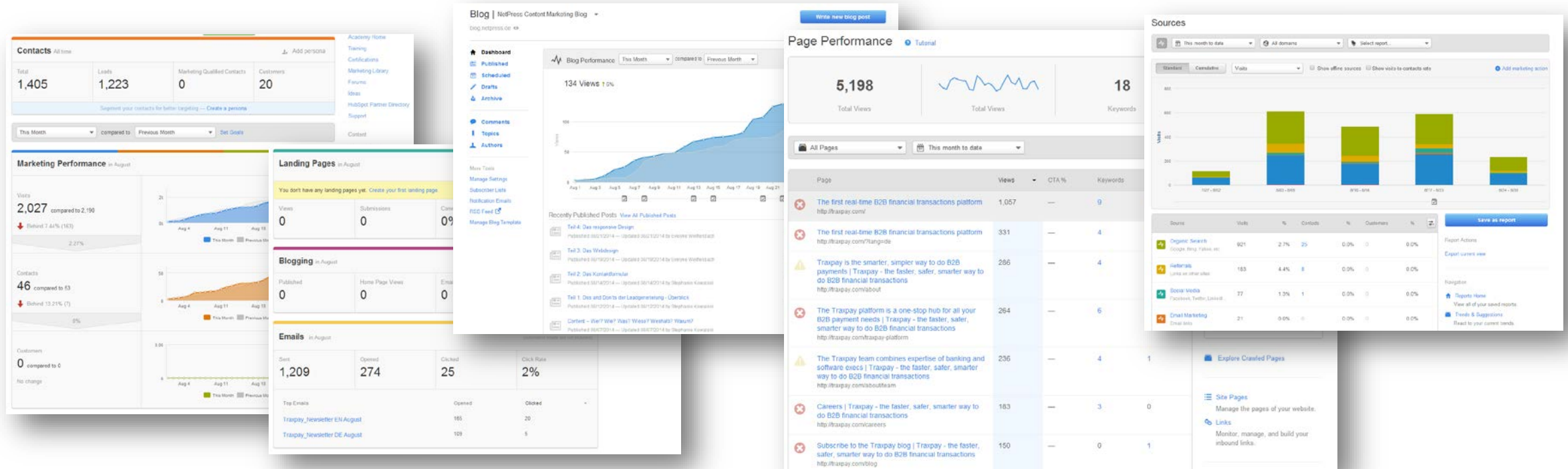
Current Web Design Trends



Mobile first: a responsive website is a must!



Analytics / KPI / Reports



Analytics Dashboard: Marketing Performance – Leads – Traffic – Blogs – CTA and Landing Pages – Contacts – Social Media ...

Important: don't analyse everything! Focus on the KPI (Key Performance Indicators) which make sense for you.
ROI calculation is only possible if you perform your analytics on a regular basis.

Key Takeaways

- 
- ▶ **Your website shouldn't just be an online services directory of your company but your best sales person!**
 - ▶ **Implement Inbound Marketing Strategies together with an optimized website for ongoing online lead generation and lead qualification.**
 - ▶ **Golden rule of web design: „Tell me where to click.“**
 - ▶ **Use a CMS. Modern websites have to be responsive.**
 - ▶ **User first: UX matters for success.**
 - ▶ **Don't forget to include the costs for Content and Social Media in your Inbound Marketing Budget.**

Questions?



Growth-Driven Design Inbound Marketing and Social Media Strategies

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