Doubling Web Revenue
Selling Growth-Driven Design Website Retainers

Luke Summerfield
Program Manager, Partner Services

1 Quick Overview: What is Growth-Driven Design

2 Struto's background

3 How Struto does Growth-Driven Design

4 Client's GDD Case Study

5 Discussion

HUBSPOT PARTNER DAY 2016

QUICK OVERVIEW: WHAT IS GROWTH-DRIVEN DESIGN?

WHO HERE SELLS WEB DESIGN SERVICES?

HUBSPOT PARTNER DAY 2016

WHAT CHALLENGES DO YOU RUN INTO WITH WEB DESIGN?

(either client challenges or agency growth challenges)

HUBSPOT PARTNER DAY

RISKS

POOR RESULTS

TRADITIONAL WEB DESIGN

Upfront Costs

Resources & Time

Based on Assumptions

Static for 2 Years

(out of scope, over budget, late)

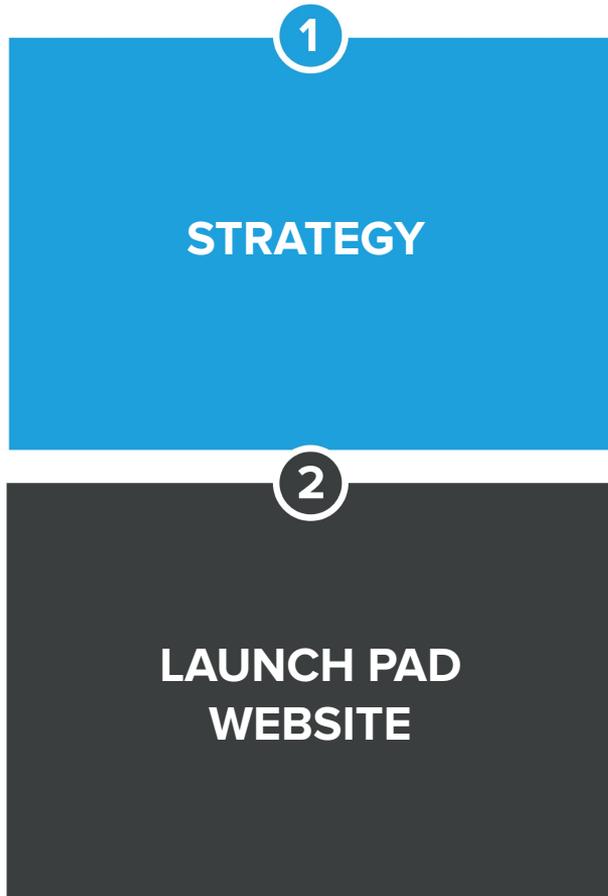# THE TRADITIONAL WEB DESIGN PROCESS IS BROKEN.
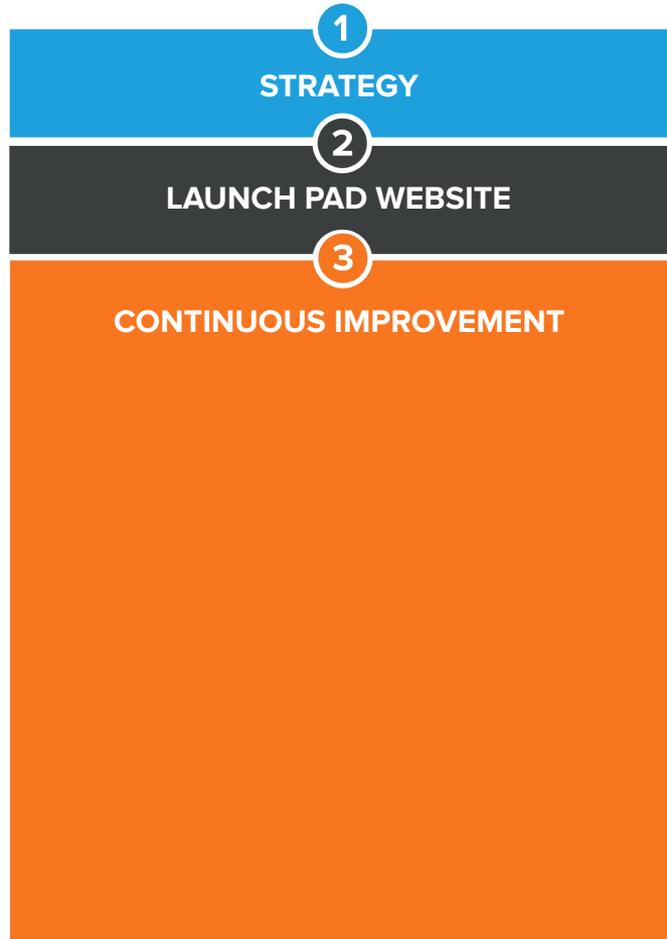
GROWTH-DRIVEN DESIGN

A smarter approach to web design that:

- Reduces the headaches of traditional web design

- Maximizing results
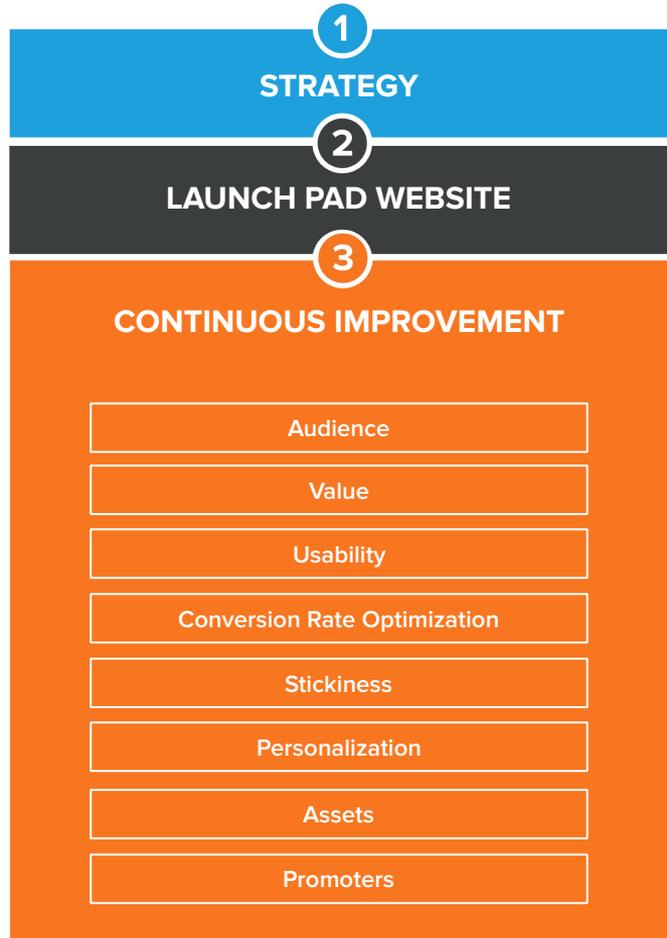
- Informs other parts of the business
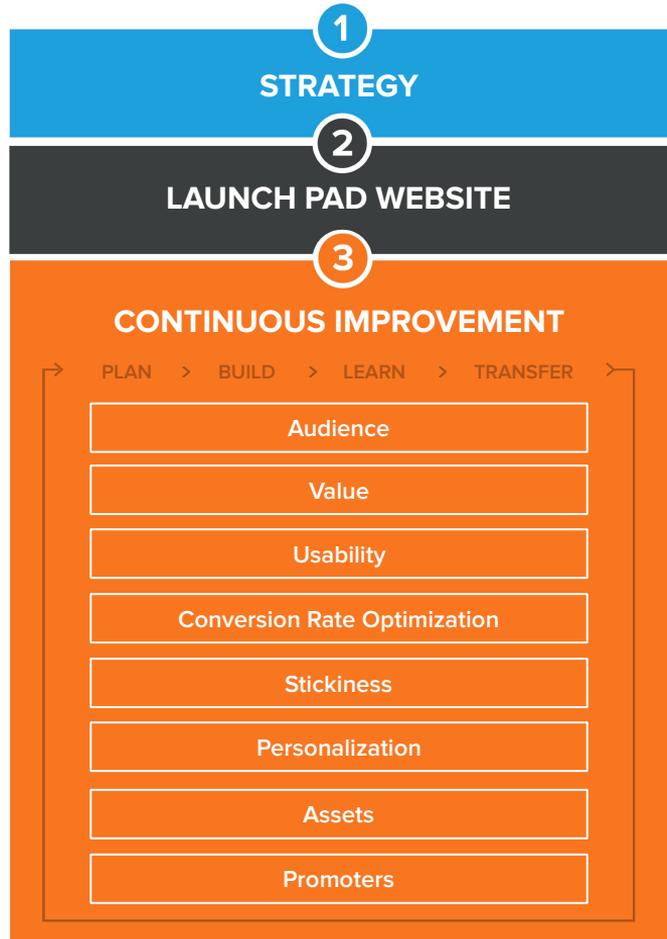
Traditional Web Design vs. GROWTH-DRIVEN DESIGN
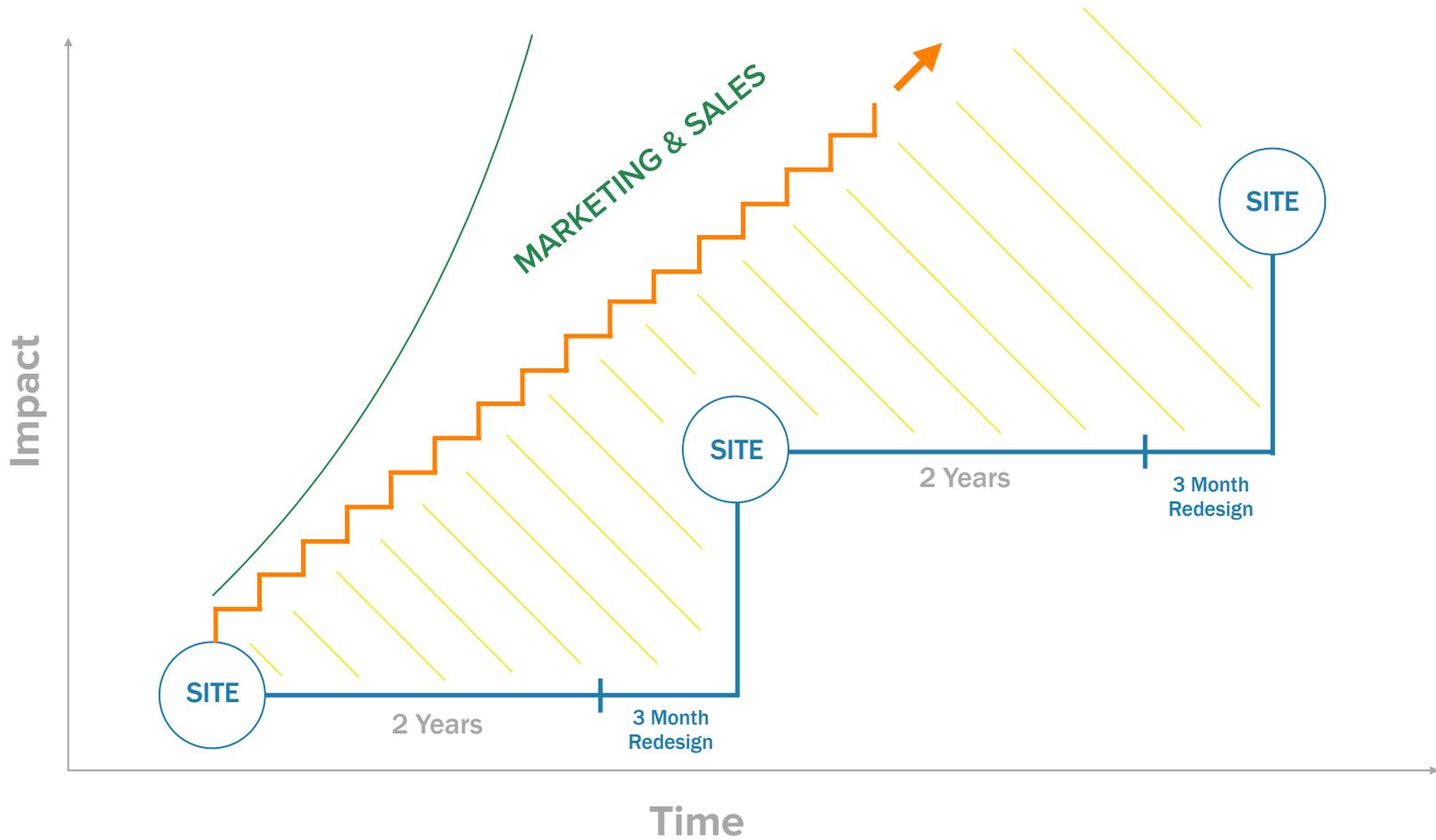
Impact

MARKETING & SALES

SITE

SITE

SITE

2 Years

3 Month Redesign

2 Years

3 Month Redesign

Time

HUBSPOT PARTNER DAY 2016

	RISKS		RESULTS	
TRADITIONAL WEB DESIGN	Upfront Costs	Resources & Time	Based on Assumptions	Static for 2 Years
	(out of scope, over budget, late)			
GROWTH-DRIVEN DESIGN	Spread Over Time	Launch Quick & Improve	Data Based Decisions	Continuous Improvement
	(agile, on time & on budget)			

AGENCY CHALLENGES

TRADITIONAL WEB DESIGN	**Hard to grow with projects**	Out of scope, launching late	**No system [ongoing]**
GROWTH-DRIVEN DESIGN	Stable revenue to grow	**Agile, no scope creep**	Packaged process

bit.ly/gddpartnerdaydublin

2 STRUTO'S BACKGROUND

Why GDD For Struto?

Potted History

- Committed to developing on HubSpot in early 2014

- 30 plus HubSpot website builds

- 90% of the sites we build are on HubSpot

Building on HubSpot is different to Joomla or Wordpress

- We build most of the templates from scratch

- Forced to consider both UI and UX

- Think user journeys, friction points, conversion points, personalisation...

Why Do We Love GDD?

Building HubSpot sites the traditional way meant:

- Being forced to stick to superficial functionality within the HubSpot platform

- Relying on other sources of information for what good looked like when designing

- Rarely getting to test and validate our own fundamental assumptions

3 HOW STRUTO DOES GROWTH-DRIVEN DESIGN

How We Got Started

- Got buy in from marketing, design and development

- Established an internal project owner

- Used Luke's resources to educate us and get up and running
  - ✓ bit.ly/gddpartnerdaydublin

- Borrowed shamelessly from others eg. Proposal templates from Salted Stone

How We Got Started

- Started with the process

- Focused on monetizing every step, especially pre-sales

- Built it into our own "proven process"

- Sold one – it helped create focus

- Do it for ourselves

Pro Tip

- Don't throw away lessons learned deploying sites the traditional way

- Every client engagement is fraught with the same risks whether you build them a launch pad website or a complete site to spec.

How We Market GDD

- We expedited the GTM by deploying our own site as an launch pad

- Instrumented the site with Luke's GDD eBook

- Position our proven process

- Put our pricing online

How We Sell GDD

- If pure website opportunity then we position both options (GDD vs Traditional Website build) early in conversation

- If part of a marketing services opportunity then we consider where client will get the most value for their budget in context of CAPEX vs OPEX spend

- Simplify our sales cycle by starting with a single point of entry any of our services

- Our paid for Website Discover is undertaken whether a prospect wants a traditionally implemented website project, GDD Service or a Marketing Service

How We Price GDD

We have 3 basic components to every GDD sale

- Discover (Monetized pre-sales)

- Launch pad with 4 payment milestones

- Monthly retainer (We use a points system)
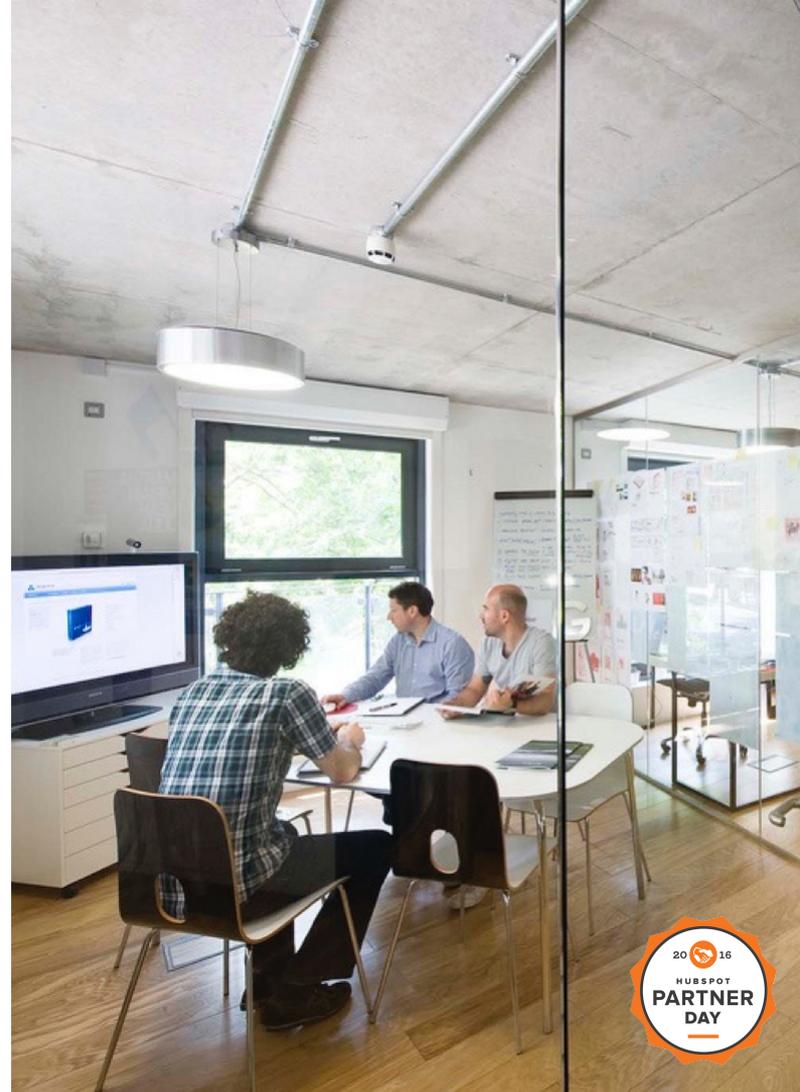
How We Deliver GDD

Set up a multi-skilled team made accountable for results

- Writer, Designer, Developer, Analyst and Account Manager/Strategist

- Analyst is responsible for conducting the Discover Phase and future gameplans

- Give them the right software stack– include HotJar or similar software

4

CLIENT GDD
CASE STUDY

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DAY

Products Technology Applications About Where to Buy? Our Blog Latest News Testimonials Downloads Careers Contact

Prismatic cells >

High-end product line for applications with demanding weight and space constraints.

EXPLORE THIS PRODUCT

Cylindrical cells >

Our SkelCap product range uses patented graphene-based materials to outperform competitors.

EXPLORE THIS PRODUCT

Modules >

We offer compact, high-performance storage solutions for grid, transportation and industrial applications.

EXPLORE THIS PRODUCT

SkelStart Engine Start Module

The SkelStart Engine Start Module (ESM) is designed to keep you on the road at all times.

Explore This Product

Applications
Where ultracapacitors are used.

Aerospace   Automotive   Motorsports   Grid & renewables   Transportation & Industry

Quick Case Study – skeletontech.com

Requirement

- Build website that positioned them ahead of their competition

- Make them look as big as they will become rather than as big as they were

- Be inbound ready when they want to escalate their go-to-market and introduce more content

- Make it perform well
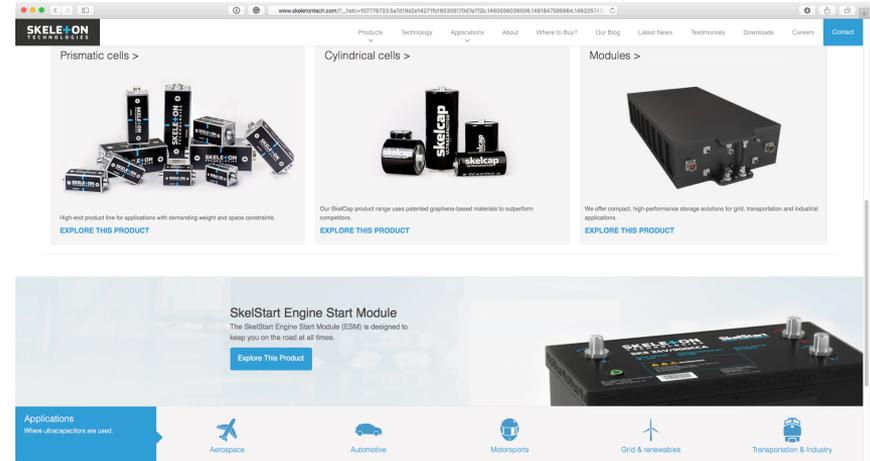
What Happened?

A Few Highlights

- 33 percent increase in organic traffic

- Increase in new visits from 53% to 73%

- Bounce rate down from 73% to 48%

- Higher quality leads (Long sales cycle so time will tell)

"The Growth Driven Design service gives us a level of transparency to the process we've not had before with other agencies. We have a clear understanding of past results and upcoming project milestones and what the associated costs are. Struto's work has been first class, and I'd recommend them to anyone in need of web design or inbound marketing services."

Oliver Ahlberg - Chief Information Officer, Co-Founder of Skeleton Technologies

What Did GDD Do For Our Agency?

Goal: Sell one new Service Contract a month – we now have 2 options in our portfolio

- 3 deals of £60,000 of Project work has become a minimum £120,000 of revenue

- Every new contract sale increases our company's value and makes our growth more predictable

- We will upsell more services

- We are building our own IP around what works and what doesn't and feeding that back into what we do

5 GDD

DISCUSSION

GDD Agency Certification: bit.ly/gddpartnerdaydublin

bit.ly/gddpartnerdaydublin

A APPENDIX

EXPOSE POINTS OF PAIN

Ask questions to expose the pain points they experienced in the past with traditional web design.

- How have your previous website redesigns gone?

- Tell me about the good, the bad and the ugly.

- Did they launch on time? On budget? How did they perform?

- "Launched late"

- "Over budget"

- "Sucked resources away from other initiatives"

- "It was a lot of money for just a website"

They will say which GDD value proposition to focus on in next phase.

	SMALL BUSINESSES	MEDIUM BUSINESSES	ENTERPRISE BUSINESSES

← →

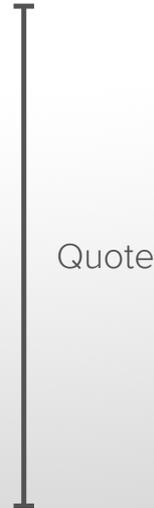|	RISKS		RESULTS	
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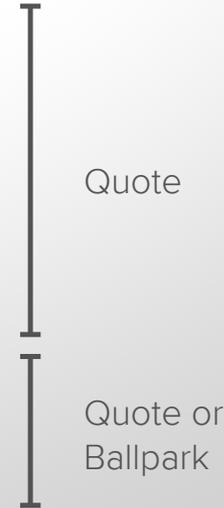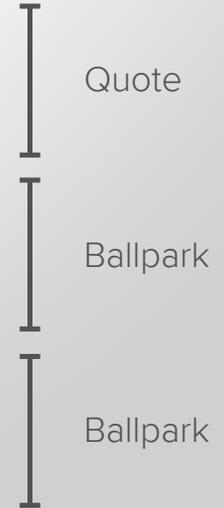
PRICING: CONTINUOUS IMPROVEMENT

FAST
(35 hours per month)

$3500

per month

FASTER
(45 hours per month)

$4500

per month

FASTEST
(65 hours per month)

$6500

per month

Do not mention the number of hours to the prospect, this is for internal use only.

PRICING: CONTINUOUS IMPROVEMENT

FAST

Growth-Driven Design

$3500
per month

+ Marketing

+ Sales Enablement

TOTAL MONTHLY

FASTER

Growth-Driven Design

$4500
per month

+ Marketing

+ Sales Enablement

TOTAL MONTHLY

FASTEST

Growth-Driven Design

$6500
per month

+ Marketing

+ Sales Enablement

TOTAL MONTHLY

Wrap all of your services together into one monthly total.