



NOT JUST A PRETTY FACE





COSMETIC STRATEGIC

"Build it and they will come..." Many businesses think all they need is a website (sparkly or non-sparkly) for internet

Yet some 41% of businesses do not use any optimisation techniques to improve search engine rankings. Leave a website to rot and it'll do just that, regardless of how

much it cost to build.

OF MARKETING AND WEB 2.0, A

THEIR ENTIRE BUSINESS."

MARCUS SHERIDAN, MARKETING SPEAKER

COMPANY'S WEBSITE IS THE KEY TO

domination.

"IN TODAY'S INFORMATION AGE

"IF YOU HAVE MORE MONEY THAN BRAINS, YOU SHOULD FOCUS ON OUTBOUND **MARKETING. IF YOU HAVE MORE BRAINS** THAN MONEY, YOU SHOULD FOCUS ON **INBOUND MARKETING." GUY KAWASAKI, CO-FOUNDER OF ALLTOP.COM**

further than Inbound Marketing. Inbound marketing - where customers find your website because they were looking for it - has been shown to cost 62% less per lead than traditional, outbound marketing - where customers are

If you're looking to generate high quality leads from your website, look no

PULL! DON'T PUSH!

BY PUBLISHING CONTENT **THAT SHOWS BUYERS**

YOU UNDERSTAND THEIR

ARDATH ALBEE, AUTHOR OF

EMARKETING STRATEGIES

FOR THE COMPLEX SALE

encourage them to stay there.

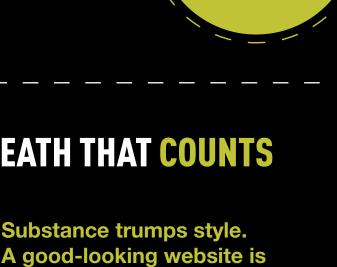
shouted at with pushy advertising.

IT'S WHAT'S UNDERNEATH THAT COUNTS

Instead of 'push' selling to capture leads, Inbound

Social Media marketing, SEO and Analytics are the tools you need to pull prospects into your website and

Marketing takes a 'pull' approach; bringing customers to your door when they are ready to buy. Content Marketing,



PROBLEMS AND... HOW TO engages them and gets them thinking about your product. Any salesperson in a **SOLVE THEM, YOU BUILD** shop knows few customers want to buy CREDIBILITY."

MAKE YOURSELF IRRESISTIBLE

Consumers want information – give it to them. Research your market and find out what your potential leads are talking about. Then create

relevant and groundbreaking content that offers value to the people who use your services or

products, and offer it on your website.

a chat. On your website, the 'chat' can involve blogs, videos, eBooks, webinars and case studies.

nothing without good content.

start a conversation with customers that

when a product is shoved in their face

as soon as they walk through the door -

they need to browse and be engaged in

Your website can't just sell - it must

SELLING. START HELPING." Align content to the various stages of the buying process. Nurture leads **MOTIVATIONAL SPEAKER** through that process until they're ready to convert to a sale.

JOIN THE CONVERSATION

Get social on the internet beyond your website. Social networking is an excellent way of finding out the questions your customers as asking. It's also a good way to discover what your customers are saying about you,

"STOP

ZIG ZIGLAR.

MORE WITH... CONTENT WHEN IT'S SURFACED THROUGH... PEOPLE THEY **KNOW AND TRUST." MALORIE LUCICH, FACEBOOK SPOKESPERSON** Social networks also offer an invaluable platform upon which

to market your content. Get

are a powerful marketing tool

people talking and aware of your

"PEOPLE SHARE, READ

AND GENERALLY ÉNGAGE

SUCCESSFULLY USING SOCIAL **NETWORKS TO FIND** % NEW CUSTOMERS. website. Word of mouth and links

DON'T BE THE NEEDLE IN THE HAYSTACK

WHILE OUTBOUND

LEADS HAVE A 1.7%

address concerns and conduct market research.

"PEOPLE DON'T WANT TO **BE SOLD TO"**

"WHAT [THEY] WANT IS

NEWS AND INFORMATION

ABOUT THE THINGS THEY

CARE ABOUT."

LARRY WEBER, AUTHOR OF

MARKETING TO THE SOCIAL WEB.

UK SMES ARE

Ensure both your

content you publish is

optimised and search

content, along with seductive

Meta Descriptions, can mean

the difference between being

lost or found; clicked on or

ignored.

website and the

engine friendly.

SEO techniques such as keyword rich Title Tags and

CLOSE RATE

14.0%

SEO LEADS HAVE A

14.6% CLOSE RATE

Use Analytics Software to learn how your prospective leads arrive at and interact with your website. See who is clicking on what and evaluate what works. Adapt and change to reflect their needs.

BE ANALYTICAL

"GIVE THEM QUALITY.

THAT'S THE BEST KIND

OF ADVERTISING."

MILTON HERSHEY. **FOUNDER OF THE HERSHEY** CHOCOLATE COMPANY

"TO BE SUCCESSFUL **AND GROW YOUR BUSINESS AND REVENUES, YOU MUST**

MATCH THE WAY YOU MARKET

YOUR PRODUCTS WITH THE

WAY YOUR PROSPECTS LEARN ABOUT AND SHOP FOR

YOUR PRODUCTS."

BRIAN HALLIGAN,

CEO OF HUBSPOT

GOOGLE ANALYTICS, THE MOST POPULAR FREE ANALYTICS SOFTWARE

AVAILABLE, IS USED ON NEARLY 15M WEBSITES, 36.94% OF WHICH ARE

BUSINESS AND E-COMMERCE SITES.

Find out more about why your website is set to be the key component in your

marketing strategy **Download our eGuide** WHAT IS CONTENT MARKETING?

YOUR HOW-TO GUIDE

DOWNLOAD NOW



