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Action Drives Strategy

Traffic is Valuable When Visitors Take Action

There is a place where people come, a place that says "you've found it." This is a comfortable place that makes us feel free to stay a while. It's a new yet strangely familiar place; a place that could have been created just for us. Those who built this place seem to know what we want, what we are looking for. We are guided respectfully through the process of solving our problems or we're drawn to things that entertain us.

It's the place we sought with a little willingness and faith, and to which we will return -- now that we've finally found it.

Is your Web site such a place? It can be.



The Web Site with Purpose

Your Web site has a job to do. It has a purpose. There is someone it must serve and something it must do for you.

Is its purpose to **accept orders**?

Is its purpose to **generate leads** and begin conversations with prospects?

Is its purpose to get visitors to **call your sales team**?

You know what your business needs from your Web site, and your business needs a Web site that generates **action**.

Action Strategy is the process of designing a Web site that is focused on getting visitors to take action. *To make visitors take action, your Web site must present to them the information they are looking for in the way that they want to receive it.*

Ten Thousand Strategies

There are ten thousand Web marketing strategies in the world and each one has worked in some context.

Will you try them all until you find the ones that work?

You're not selling to just anyone. Action Strategy is about selecting the strategies that work for the people you want as customers. You want people with money to spend who have a problem you can solve.

That's a lot of people.

If you try to entice to them all, you end up appealing to no one. This is why so many Web sites settle for obtuse language and muddled design. This is why so many Web sites have too much irrelevant content. This is why so many Web sites organize their navigation into unfathomable branches of menus.

They are not the comfortable places that make visitors take action.

Personas and Profiling

We begin your Action Strategy process by organizing what you already know about your customers. The most profitable ones have certain characteristics in common, as do the quick closers. There is a certain personality type that you see day in and day out. These are your most common customers.

We organize these into **Personas**, which are named **Profiles** of your key groups of customers. Each of these profiles present demographics, personality traits and the specific reasons that these particular people are visiting.



Once you have a set of profiles developed, we will help you select the marketing strategies that will specifically appeal to your most desired visitors.

When they come to your Web site, they'll find the information they want presented in a way that they want. They'll feel like they're in a familiar place, comfortable enough to take action and **grow your business**.

Everything Falls into Place

Profiles are communication tools designed to let everyone in your business know who you are selling to and what they should do to encourage action.

Once you understand and can communicate the characteristics of your key Web site visitors, the whole development team will be on the same page.

- **Copywriters** will select the proper voice, length and headlines.
- **Designers** will select the most compelling images, colors and layouts.
- **Content producers** will create the most desirable content.
- **Site architects** will organize the information in the most compelling way.
- **Marketers** will create messages that appeal to primary desires.

Without this clarity, these stakeholders could work against each other, each having his own vision of who he's creating for.



Example: Panicked Pete and Careful Carl

A major credit card processing company saw that their competition was generating business through their Web sites with bold claims and flashy graphics. The company knew the Web represented an opportunity, but didn't want to be just another voice in a crowded market.

They decided to invest in a Web site with an Action Strategy. Their primary goal was to generate calls to their sales team. Once someone called, their sales team had a good chance of closing them.

Through the Action Strategy process they realized that two types of valuable customers would be coming to the Web site for whom they offered a great value proposition. The first was a new business owner. The second was a disgruntled customer of their competitors.

It turns out that the typical new entrepreneur doesn't think about credit card processing services until the grand opening is upon them. The profile we developed for this person was **Panicked Pete**. Pete is opening his store within days, and is looking for a company that can get a credit card machine in his store quickly. However, Pete didn't want to get locked into a bad deal, and this made him reluctant to take action.

To make Pete feel at home, we provided short, bulleted lists of the benefits of going with this company. Pete wasn't going to spend much time reading lots of copy. We highlighted a "no risk, no contract" guarantee telling Pete that he could cancel at any time. We presented this guarantee in a brightly colored box right next to the phone number.

How could anyone like Pete resist?

Careful Carl was the other ideal persona, but he would need much more coaxing to take action. Carl had been burned by another company. In his mind, credit card processors couldn't be trusted.

We used clear navigational cues to guide Carl to pages that talked about personal service. We offered Carl an article on how to keep from getting burned by unscrupulous processors. We moved him on toward content that described all of the company's fees highlighting guarantees of no hidden costs. On every page, we offered to review Carl's current statements and tell them just how much better he could do by choosing this company. All he had to do was call.

This was the place that Carls everywhere are looking for.



Making it All Work

It is possible for one Web site to speak intimately to a number of different personas. To do so, Action Strategy influences all parts of the site.

Strategy

Once you understand your visitors, you understand how your Web site can provide content and services that will engage them. You can also invest in strategies that allow you to continue marketing to them until they're ready to buy.

When defining strategy, we consider:

- The kinds of offers that appeal to your personas and how they should be presented.
- The ways your visitors want to receive communication, such as email, newsletters, forums, blog posts and podcasts.
- Techniques that encourage your visitors to return to your Web site.
- Tools that make people spread the word about your company.
- Strategies that let a prospect know that more information is available to them.
- Designs that communicate to your personas when they are querying the major search engines.

Information Architecture

It is critical to lead a visitor down a path that will systematically answer their questions and qualify them as a potential customer. How content is organized on your site determines our ability to stage it for your visiting personas. Information Architecture defines how content is organized on the site for maximum accessibility.

Layout

Your site must draw the visitor's eye to key messages, not distract from them. The way in which information is laid out on each page will play an important role in helping them find their way to taking action on your site.



Navigation and Links

Most sites are constructed with a tree structure that only appeals to certain personality types. Don't make the visitor drill for information. Proper navigation is intuitive to your most important visitors, and every personality is a little different.

Likewise, links must state their purpose and strongly invite clicks. This is how your visitors find their way to the answers they seek.

Good links and navigation create "scent trails" for each of your personas sending them on a journey that will result in action.

Copy

Your copy tells your story, and it must be a story to which your personas can relate. It must be in a voice that is aggressive for competitive personality types or collaborative for relaters.

Good copy is not ambiguous. It tells visitors who you are and why they should take action using their own voice.

Design and Creative

Visitors size up your company in the first seconds of their visit. Design decisions are made much easier when you have a clear picture of who you want to appeal to.

Design and creative will accomplish two primary goals:

- Communicate the personality of your business.
- Pull the visitor toward the content that will help them accomplish *their* goal.

Getting Started

Action Strategy is a scalable process, ideal for existing Web site as well as those being redesigned from the ground up. An investment in the process offers:

- Increased conversion rates. This means more leads, more sales, or more calls.
- Reduced content costs. Only that content that appeals to specific personas need be created.
- Reduced mistakes. The professionals working on your site will make better decisions about how to do their job best.



- Positive brand and image building. There is no better way to build positive brand online than to help people solve their problems.
- Better qualified leads. The process naturally eliminates the less-qualified and unqualified visitors because your site isn't addressing them.
- Better overall marketing performance. All of your online marketing programs will become more cost-effective when you have a site that generates action. Overall, you can expect your cost of acquisition to drop across the board.

Conversion Sciences can work with almost any Web development team to implement your Action Strategy. We can also recommend resources to complete all or portions of your site.

Contact Us

To find out if Action Strategy is right for your business, contact Conversion Sciences.

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