

book 1 - Web Presence

Chapter 1 - Internet Business Basics

I. Intro

p. 9

1995 = the Olden Days of the public Internet connections = 56 Kbps. download speed on dialline

10

Today the game has changed. Websites are now:

What
Webs
Do

1. Most effective sales vehicle
2. Ultimate lead generator
3. E-mail list builder
4. Worldwide marketing outlet
5. Market research spy - legally watch competitors
6. Fast market Tester - change prices & sales copy
7. Collections agent - charged to credit cards
8. Communications vehicle - FAQs; personal chats
9. Support department - company announcements
10. Product delivery truck - e-books, mp3 audio

II. Understanding the Internet Marketing Process

11

Remember - creation of Website = only 5% of what you need to gain any real presence on Internet
SEO is only another 5-10%

Today's entrepreneur finds success by following a step-by-step process to grow & run business

1. Get in Control of any process that affects our lifestyle
 - a. Original Web site design files, inc. images, photos & logos
 - b. Website hosting begins

12

- c. Backups of all content, pages, HTML code
- d. Domain name login's & registrations in your own name. Domain name = most critical component
- e. additional login's & passwords - always retain administrative rights!

2. Establish your product and services for sale

Identify what products your market wants
Know how or whether your competitor offers anything similar

Know what online method you'll use to transact sale online + deliver the goods

See chapters 3-5 of Book 1 for strategies

13

Aside - FTP: download free LE version of Core FTP (www.coreftp.com/download.html) or Cyberduck (<http://cyberduck.ch>)

3. Communicate Your Solution

Customers visit your website with problem to solve
Conversion = point at which web site visitor takes the next desired step - % that do so = important!
 buys a product
 subscribes to newsletter
 picks up phone for info

4. Build traffic to your Web site
 More than 100 ways to drive traffic
 press releases
 search engine optimization
 articles
 podcasting

14

Research each type of traffic

Decide which outlets are good / fit for budget

5. Become the recognized expert in your field
 People buy online from those they know
 Become an expert by like +
 sharing what you know trust

Blogs are great for this - contain graphics,

Additionally, blogs can be content,
 automatically distributed format

Email is another essential avenue

6. Create a virtual sales force

Recruit people to promote your services + products

→ affiliates: can double/triple your income

7. Power-Partner with others for exponential sales growth = joint venture

Find one special person of high stature in bus.
 convince him to recommend your product
 within his sphere of influence

III. Planning Your Web Site Strategy

- 15 A. Defining your target customers & competition
 Be aware of who needs your product/service + who is your competitor for/in this market
 Look at visitation statistics
- 16 Find an industry-specific forum to find out what questions people are asking about your industry: popular topics indicate pop. needs - and probable categories of potential customers
1. Document 3 categories of needs - at least 3 main groups will always visit your website
 Ex. new patients come to doctor because
 - a) insurance changed - they need new doctor
 - b) aren't getting needs met with current doc.
 - c) are unhappy with doctor's staff or surroundings
 2. Identify competition
 Use Google for specific keyword phrases
 ex. "stroke doctor" San Francisco
 3. Spy on your competition
 Go to quantcast.com + enter URLs of business
 look for average # of visits/month to doctor
 average age
 % of male vs. female
 4. Estimate revenue potential
 5. Calculate potential market share - list # of competitors + potential customers

B. Developing your website goals + budget

17

1. Calculate your goals

- How much profit do I need/month for bus. to grow?
- How many new customers/month are needed to achieve that revenue level?
- What is the average sale quantity I need to make to accomplish my goals

Reverses the process a bus. usually follows

- Find costs of setting up business
- Calculate advertising costs - business cards
- + brochures too
- Determine required monthly sales revenue to assure certain amt. of growth / yr.

18

2. Start with your financial goals

- Determine your desired annual gross revenue
Ex. \$1 m.

- Calculate your average sales ~~volume~~ ^{value} ASV
ASV = total dollars received for all purchases within a given time frame divided by the # of purchases made

ASV = a marker to help you determine how many overall sales of product combined you need in future to reach desired g. revenue
Ex. \$27 ASV for an e-book you've created

19 c. Project your required sales per day
Create a basic excel spreadsheet
 $DR \div ASV = SPV$

Desired Revenue / Average Sales Value = sales/yr.
Ex. \$27 needs 37,037 e-book sales/yr.

or 3,086 orders/month or 102 orders/day

This is just the starting point!

\$27 $\rightarrow$ \$1000 by upselling, cross-selling, back-end-selling
Then only need 27 sales/day, 833/mo for \$1m

3. Create traffic and conversion + what-if scenarios
Create another spread sheet to show how
improving your conversion rate can reduce
the amt. of traffic you need to make the same
revenue + amt. of sales/month

$$S / C = V$$

sales you need / conversion rate = visitors
Use 1% as starting C, to produce these results
but .5% is more realistic

3,086 $\div$ 0.01 = 308,600 visitors needed
monthly sales / conversion rate. for 5%, need 61720

3. Benefits / Insights from analyzing info like this
a. Predictability - can predict how much
revenue you'll get next month based on
traffic generated in 1 wk.

- b. Reactivity - opportunity to notice changes in conversion rates + act quickly
- c. Testability - today's tools allow you to constantly test, tweak, + try new things
- 4. Calculate how much to spend per visitor
 First calculate how much \$/visitor is needed to break even
 Then create specific marketing projections based on predicted results
 Ex. 20% of budget for organic SEO services
 10% for continued learning
 50% for Google Ad Words
 20% for offline marketing
 simply change the numbers in formula to create diff. what-if scenarios

IV. Know Your Limits

A. Answer these questions

1. What am I really, really good at
2. Which skills make sense for me to improve + what tasks should I hire someone who already has the necessary skill set?
3. What type of work do I absolutely despise?

B. Use Table 1-1 to rate your ~~work~~ ability + willingness to perform following functions:

B1-C1-8

22

Table 1-1 Rating Yourself on Key Web Marketing Tasks			
Tasks Description	Ability	Interest	Total
Web site design	1 2 3 4 5	1 2 3 4 5	_____
Programming	1 2 3 4 5	1 2 3 4 5	_____
Web server administration	1 2 3 4 5	1 2 3 4 5	_____
Content writing	1 2 3 4 5	1 2 3 4 5	_____
Copywriting	1 2 3 4 5	1 2 3 4 5	_____
Publicity	1 2 3 4 5	1 2 3 4 5	_____
Accounting	1 2 3 4 5	1 2 3 4 5	_____
Sales	1 2 3 4 5	1 2 3 4 5	_____
Research	1 2 3 4 5	1 2 3 4 5	_____
TOTAL			_____

For any task, if total < 6 : pay someone else
 if total > 8 you might find total enjoyment
 from performing task on your own
 if total $> 6 < 8$: opp. for learning + growth!