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# WORLD CONTACT, LLC

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Internet & Marketing Solutions for Business

• E-Commerce • Web Site Development • Consulting & Training • Strategies

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## Web Marketing Success

Proven Web Site Strategies for Business

Introduction

Value & Relationship Marketing

Speaker & Company:

Thomas C. Williams is the Senior Partner of World Contact, LLC, an Internet Marketing firm offering a full range of services for commercial web site development, database integration, E-commerce, and strategic marketing.

The firm's Associates combine an in-depth mix of specializations in business, marketing and promotion, general and database programming, web site design, graphics, and client consulting and training. Since 1993, World Contact has grown to include clients in all 50 U.S. states and 17 countries.

(This document is available for download in PDF format from our web site)

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## Introduction - Value & Relationship Marketing

### Session summary

#### *Failed goals of a business web site*

The goal of every business web site is to “help” the business. Surprisingly, over 95% of all business web sites fail completely to contribute to the bottom line of the business.

- They do not “make” money.
- They do not “bring in” new clients and business.
- They do not attract thousands of eager visitors and “hits”.
- They do not “save time” for the business owners through complex automation.

#### *Successful sites*

The 5% of business sites that are successful and profitable build a relationship of repeat activity with their users and work with the business and it’s prospects and customers.

- They make money or contribute to the business bottom line.
- They interest, educate, comfort, and guide in new business prospects.
- They encourage visitors to return or participate by being useful or helping them.
- They save business people time by providing the right services 24 x 7.

#### *Proven strategies*

Successful web sites ALL use **value-added relationship marketing**. Period.

Our presentation will reveal how you can apply these proven marketing methods to make your web site a successful part of your business. You will learn how to identify, create, and deploy "value" for visitors, employ web based technology and sensible automation to help manage customer relationships and save time too, and integrate successful cross-marketing techniques to build business. This can be achieved with a minimal budget and does NOT require advanced technical knowledge.

## Visitors to Contacts to Prospects to Customers - The Process

### *The birdfeeder: attract and keep visitors*

**Question:** what is your birdseed?

**Truth:** a web site with poor or outdated content is a waste of everyone’s time. It’s an empty birdfeeder!

Gaining the repeat visit or participation through valuable content

Goal: identify web site content (birdseed) to interest, educate, comfort, and guide in prospects and customers.

Note some of the web sites that you visit frequently:      Value reason?

(example) Amazon.com

Book reviews & gift delivery options.

- 1.
- 2.
- 3.

What compels visitors to select, visit, bookmark, revisit, buy from, and recommend sites?

- Search portals (data centralization, organization, helpful functions).
- Dynamic data (stocks, TV listings, auctions, news and weather, travel arrangements).
- Utility (software, drivers, updates, shopping, map sites).
- Information (single event, series, by subject, etc.).
- Information (review, opinion, newsletters, columns, tips, alerts, guides, etc.).
- Entertainment (chat, games, music, community events, arts, movies, leisure, humor).

**Question:** Why would a visitor come to your site more than once? What does your site offer to attract return visits or participation?

(If you're not sure of an answer, you have a problem in need of a solution).

**Question:** How does a visit to your web site benefit *your* business? What "experience" do you *want* your *guest* to have?

(First, identify the purpose of the value content on the site; the visitor is exposed to site ads, banners, promotions, new product information, name ID or brand development, lead information capture, special offers, etc. Second, what is the purpose of this exposure; generate interest, spontaneous purchase, educate, comfort, or guide in new business prospects).

**Truth:** a web site, and thus your business, gains trust and legitimacy through offering legitimate value. Help the visitor, help the contact, and you become a solution provider.

List information that is useful, helpful, or interesting to *your* customers:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Gaining contact consent – collect the Email address!

### *The visitor becomes a contact*

Now that you have identified value topics for your site visitors, you can ask them to participate on the web site by offering additional FREE value in exchange for their email address. This additional value that *you will email to them* can be in many forms:

- Newsletters, guides, tips, fact sheets, advice.
- Updates / upgrades.
- Special offers, memberships, discounts, coupons, and promotions.
- Event notices, seminars, club meetings, book groups, TV specials of interest.

**Tip:** Collect email addresses from all of your *existing* customers! Email them too.

Technical considerations: recording the contact's email address for mass marketing, use of "groups" in standard email packages, or specialty databases, contact managers, or web site enabled automation. Keep in mind some real limitations:

- Know *your* technical capabilities and limitations.

- Consider hardware & software requirements. Do a dry run first!
- If you contract out to a vendor, research carefully and avoid proprietary software and databases – you *must* have total control over your data! It is one of your most valuable business assets.
- Plan for more advanced contact profile building through repeat or automated interaction. (Example: importance of automatic option for contact to unsubscribe, or change their data and preferences).

## Target marketing to your contacts

### *Guide the contact towards being a receptive prospect*

Over time and with repeated contact a sense of familiarity and “comfort” should develop between your contact and you – the provider of the interesting content. Additionally you should have earned a degree of professional legitimacy by providing relevant advice.

- Email methods: letter series, newsletter, specials, etc.
- Specialized Product and service information to your email contact groups.
- Increasing value of information to contact.

## Gaining customers

### *The prospect becomes a customer*

Many very well known sales methods are used to “encourage” a prospect to become a customer, but in this strategy model our pitches are limited to email... or are they? They certainly start with an email overture, but can invite the contact to other types of participation.

**Example:** Some clever web site marketers emailed their lists 50 contacts at a time and offered a toll-free telephone consultation at no charge... the contacts could call during business hours with the code provided in the email any day that week. A new level of familiarity and contact was established, and many contacts agreed to provide their mailing addresses to receive *even more* free information (the same tactic used by free informational guides and videos on TV). This worked very well for this email marketer, unlike the anonymous TV pitch, because the contacts *accepted* the offer from a *known* source. And they had an opportunity to chat, which allowed the business people to ask the prospects about *their* needs and interests. Additional follow-up could then be even more focused to the needs and interests of the prospect.

**Truth:** if your business does not have a good customer database and contact management system in place, you have a big problem.

**Solution:** get a contact management system. Use it. A business without one can rarely compete effectively against one that does. Plus, with some planning, it empowers the businessperson to increase their productivity dramatically, often by a factor of ten or more!

### Continued activity:

- Continued profile building of contacts.
- Option for increased product and service customization.
- The purchase... contact becomes a customer.
- Customer retention through repeat of process steps – create increasing value to customer.
- Profile refinement, direct marketing and continued sales as niche consumers.
- Expansion of sales opportunities, additional offerings, diversification options.

- Movement towards the advanced "partnership" level: "trust" and "permission" are granted, customers may often purchase based on sole recommendation of solution provider.

## Creating an Effective Business Web Site - Value Content

### The mission statement

#### *Type and mission of the web site*

First, clearly identify the business mission of the web site; what type of site will be used?

- Informative (billboard, brochure - we exist! Often only one page, very inexpensive).
- Customized information (directions, supportive files to download, page content).
- Revenue stream through products and services (physical vs. digital, fulfillment issues).
- Automation of processes: the interactive site (payment, fulfillment, tracking, and follow-up).
- Recording of user input data (dynamic or static) used to "super-charge" the relationship.

### Other considerations

Realistic assessment of your (or in-house) technical interest, software skills, general business management, customer database systems. When and where will you need specialized help to construct the business project? What is your budget? What is your time horizon?

Identification of current and *desired* customer base and interests. Use this to develop your web site content offerings.

Consider any unique elements of your product and service offerings. What are your niche market advantages that are strong, or unreproducible by competition? Can these be leveraged or extended in additional markets?

Competition landscape: who do you think your competition is? More importantly... who do your prospects and customers see as competition? *Why*? Can you counter it?

#### Technical considerations:

Web page content maintenance: update text, images, maybe add or delete pages.

Web page authorship / design and layout / deployment to site (FTP).

Web based sales / inventory management / billing.

#### Web site automation elements:

Merchant account transactions / database integration / mass email marketing / tracking.

## End of Introduction Section

## World Contact, LLC - Services Overview

Since 1993 and the earliest days of the Internet, the **World Contact** team has worked with a vast range of business clients to design, develop and deploy effective Internet and “E-commerce” strategies and solutions. Our approach is time proven and simple: we begin with a thorough analysis of client needs and goals, research and develop available options, and effectively implement the project. We place special emphasis on being budget conscious for our clients. We prefer to implement designs and systems that are simple and easily altered when future unexpected demands arise. Since we believe strongly in sound business marketing and vigorous promotion, our team is a healthy mix of technical programmers and business marketing professionals. **World Contact** has delivered a wide variety of both custom solutions *and* component designs to solve our clients' business challenges. Success in today's competitive business environment also demands rapid response and flexibility, *especially* in the Internet medium. Unlike many other firms, we encourage and work closely with our clients to *their* comfort level to teach web site self-maintenance and development. This can be as simple as text updates on a web page, product and service additions, or entire pages designed and installed by the client.

- Strategic Site Planning
- Concept, Layout, & Function Design
- Internet Marketing Considerations
- Project Management
- Research
- Technology Integration
- Bottom Line

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### Strategic Site Planning

Successful Internet solutions start with a clear understanding of the client's business goals. **World Contact** works closely with you to conduct a thorough study of your strategic market position, business requirements, and existing systems and capabilities to determine the ways in which Internet solutions can most improve your business processes. We then deliver our recommendations, which define the strategic basis for a specific Internet solution that takes into account your budget, timeline, available resources, computer abilities, and business goals.

Simply stated, your web site will only be successful if you clearly establish its purpose. Consider visitation results - what would bring a visitor back to your site next month? And the month after? What would compel a visitor to tell other people about your site? Should you ask for and record helpful information about your visitors to maintain contact with them into the future? Do you use other marketing methods such as mass mailings or newsletters that could be sent to this web list electronically? (Remember... it's free!). How should you use cross marketing to effectively advertise your site in other media, such as print ads, mailings, newsletters, product packaging, public relations, radio, cable, or television? Once advertised... what do you hope to accomplish?

## Concept, Layout, & Function Design

Once the strategic groundwork has been established, **World Contact** translates your strategic requirements into a blueprint that defines the roles the system will perform to meet your requirements. We often will present several options or phases as warranted by the project. We provide “vendor-neutral” solutions prepared by Internet-focused professionals who research, test and evaluate virtually all major Internet technologies and tools to design web sites and functions to meet *your* needs. Our main design objective is to build and deploy an Internet solution that is logically planned, economical, re-configurable, sufficiently secure, and is easy to use, navigate, administer and manage.

## Internet Marketing Considerations

**World Contact** develops strategies for marketing and promoting your site to targeted Internet audiences based on your objectives for building brand and service awareness, acquiring leads, adding web-based value to customers, or conducting electronic transactions. Our marketing and promotion plans direct traffic to your site using advanced web page coding for unparalleled search engine response, highly aggressive submission routines to a total pool of over 2,600 global search engines and directories, strategic links with other Web sites as appropriate, online promotions and advertising campaigns, E-mail list mailings, newsgroup seeding, and niche competition reports. In addition, we focus on building site visitor databases for pro-active marketing contact, and creating “reasons” for repeat visits through clever content offerings.

## Project Management

Since **World Contact** works in close collaboration with many service specific firms within our industry, we offer efficient cost-effective production services which include everything from initial marketing consulting and site design, programming, custom graphic and logo design, to business dedicated site hosting, maintenance solutions, and e-commerce. The result is a project crafted closely with client involvement with smooth coordination and management of multiple requirements, components and resources.

## Research

We recognize that in the fast paced business environment of the Internet, things change *very* fast. Our commitment to constant research and review of new technology, software, and methods keeps our clients in the forefront without risky dead-end trends. Solid advance research and testing help us to guide our clients into dependable, long-term decisions. We also realize that our clients sometimes hear of new opportunities before we do - opportunities that warrant serious investigation - and thus welcome a working partnership, which ultimately benefits the client, project.

## Technology Integration

**World Contact** can implement a wide range of expertise to your Internet requirements, including: database systems and host integration, custom ActiveX, Java, PERL, CGI, C++, and Cold Fusion programming, implementation of third-party applications and security technologies, hardware, and software and Internet access products. Our expertise covers the full range of Internet technologies and services, including:

- Internet browsers, servers and plug-ins
- E-commerce and transaction systems
- E-mail and advanced collaboration systems
- Client-server and database application systems
- Advanced user interface and multimedia production
- Dynamic database integration using Cold Fusion server
- All popular tools & languages
- Site administration and reporting tools
- Internet marketing systems & services
- Internet access expertise & hosting services
- Security, authentication, & privacy technologies
- Site Hosting

## Bottom Line

- Business web site packages starting at \$495 complete. No set-up cost, extra fees, or surprises. Period.
- Interactive and automated business sites from \$799 - Start an on-line client list and email them regularly for free!
- Opportunity assessments of your current web site - learn the secrets that turn ho-hum sites into clever interactive sites that produce results, please customers, and return profits.
- Is your site a secret? Bring web traffic to your site instantly - our \$100 search engine registration submits to a pool of over 2,600 Internet search engines and directories.
- Control your web site from your own PC - save money and eliminate frustration, delays, and quality control issues. Unlike most web development companies, we happily teach our clients the simple steps to edit their own web pages at their level of technical comfort. Training times are flexible, basic sessions are only one hour!
- The largest direct marketing, sales, and communications channel in existence IS THE INTERNET. Are your organization's marketing strategies geared to take advantage of this fantastic medium? Our consulting will clarify and explain your options... *in plain English*. Our understandable strategies will make your business goals achievable.
- Our consulting experience also covers legal issues, financial processing, marketing & sales strategies, software training, and office automation techniques. We are happy to share our experience with you.

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