

THE WILD WOMAN'S GUIDE TO SOCIAL MEDIA

A hands-on, how-to guide to online marketing & product creation
to get you more customers and more cash.



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Chapter 6.1: Converting Visits to Sales, Step by Step

What is it? People tend to look in certain places on your website for answers to their questions. This chapter will help you set up your website to get your visitors to take the action you want them to take.	When to do it When you first set up your website, and then whenever you want to increase your sales, or at the start of a new campaign.
What do you need? Tynt.com Optimizely.com VisualWebsiteOptimizer.com e-newsletter stats tracking	What to do? Watch your stats Do A/B testing, aka changing where things are on your site to see what gets people to buy

The first tool you need is a website. If you already have a website, is it as effective in getting you sales as you'd like it to be? If not, read on.

Whenever people go online, they are looking for something, whether it's an answer to a question, or simply a way to waste time.

If you know that people come to your website searching for answers, you want to make sure that your solutions to their problems are front and center. This way they'll stay on your website longer, and consider you a resource. This can lead you to how to set up your website pages and content.

Let's start with how to get people finding your website with the right content. Arrange your website to create a ladder of engagement*.

* The concept of the Ladder of Engagement comes from a book called *Convert* by Ben Hunt. I have created this diagram based on his idea.

What does this ladder look like?

Level 0. Customer doesn't know they have a problem.

Level 1. Customer knows they have a problem, but doesn't know what to do!

Level 2. Customer knows they have a problem, there might be solutions but they don't know about your solution.

Level 3. They know about your solution, but why is it better?

Level 4. They know your solution is good, but why should they buy NOW?

Level 5. Your solution is the best! They will buy it now.

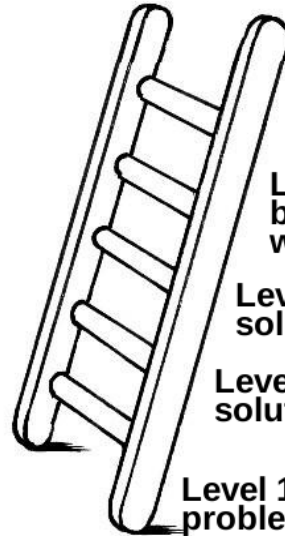
Think about your customer. Ask yourself:

- What is their current level of awareness?
- What are they looking for right now?
- What are they open to at this point?
- What will get their attention?
- What next step can you invite them to take?
- What do you need to convince them of for the next step to make sense?*

Create specialized pages that speak to each of these points, for all of the steps on the ladder. For example, let's take a tax accountant in Los Angeles, California.

Level 0: They don't have a problem, as far as they know. This is the education level. Don't make a page for this type of person. They are too difficult to reach. Focusing on this level takes a MASSIVE

The Ladder of Engagement



Level 5: They know they should buy now. Ask for the sale.

Level 4: They know your benefits, but they don't know why they should buy now.

Level 3: They know about your solution, but not the benefits.

Level 2: They know some solutions, but not yours.

Level 1: They know they have a problem, but they don't know any solutions.

Level 0: They don't know they have a problem.

** Hunt, Ben. *Convert!* Pg 51-53. Wiley, 2011.

amount of effort, and only works if you know there's a large untapped market.

Level 1: They know they have a problem. So match their problem terms with your pages. If you are a tax accountant, for example, you can call this page or blog post “Tax Headaches!” or “10 Quickbook tips” or “What are some overlooked deductions?” or “How can you finish your taxes FAST?” This is where your keyword research comes in handy. For pages focusing on this level, discuss the issue in general, acknowledge their pain, and suggest solutions that may exist. At the bottom of the page, link to the next steps in your ladder.

Level 2: Aware of some solutions to their problem (not your solution) Create more articles that match more specific terms: “Turbo Tax, H&R Block, Los Angeles, Tax accountant, Extra time to file, Federal Taxes LA”. You can come at the issue from multiple angles, and mention alternatives. You can even talk about your competition, such as TurboTax, and explain the pros and cons of going with different solutions. At the end of the page you talk about your solution, and link to the next step on the ladder.

Level 3: Aware of your solution (but not the benefits)
You can create more articles based around questions around your company. Like “What kind of deductions can I get?” or “How quick is the turnaround?” This is where you should put the benefits, the evidence that what you sell really works.

Level 4: Aware of your benefits (but not convinced)
In these articles or pages on your website, you want to give them a mental picture of what life will be like once they have bought your product or service. Speak to their agendas and their goals. This is where you put your testimonials from happy clients who got big tax returns, press clippings, and thank you notes from happy customers.

Level 5: Convinced and ready to buy
How do you close the sale?

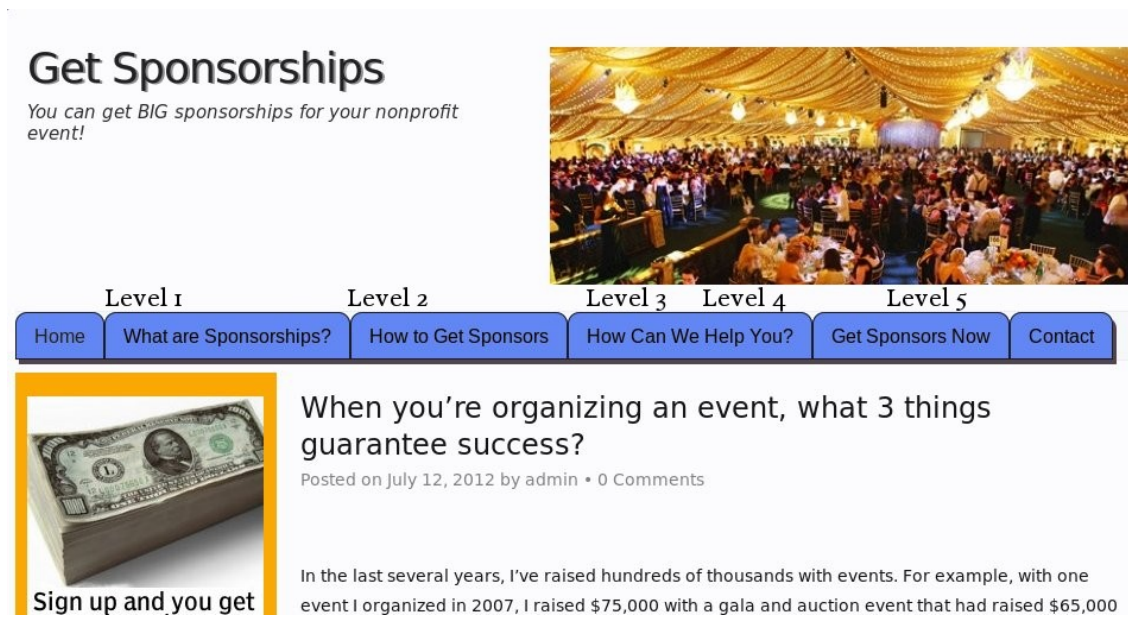
You must ask for the sale. You need to be clear, strong, and repeat the ask. Give them appropriate timing and placement. That means make a button that says What the person wants to Get, to Do, to Know or Where They Want to Go. And make these buttons noticeable. Make them big elements, with space around them. You can even make them a bright color not used on the rest of the page. Maybe use 3-D effects like gradients or shadows around the buttons (Note: this is easy for non-

programmers to do with the Wordpress Headway Theme). Make sure this is the only place they can go when they get there.

To sum up, you must have a target audience with specific problems in order to get the most from this method. The better you know your audience, the better you will be able to write to their pain and connect with them and start to convince them to give you their money.

What does this look like as a website?

Look at a screenshot from one of my websites, <http://GetSponsorships.org>. I've labeled the steps for you.



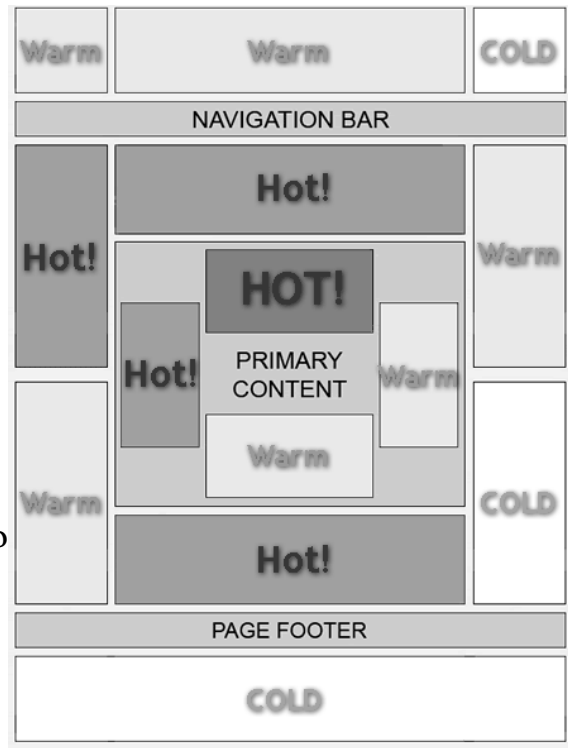
The screenshot shows the homepage of 'Get Sponsorships'. At the top left, the title 'Get Sponsorships' is displayed with the tagline 'You can get BIG sponsorships for your nonprofit event!'. To the right is a large photograph of a crowded event under a draped ceiling. Below the title and photo is a navigation bar with five levels: Level 1 (Home), Level 2 (What are Sponsorships?), Level 3 (How to Get Sponsors), Level 4 (How Can We Help You?), and Level 5 (Get Sponsors Now, Contact). Below the navigation bar is a featured article with a thumbnail image of a stack of money. The article title is 'When you're organizing an event, what 3 things guarantee success?' and it is dated July 12, 2012. The article text begins with 'In the last several years, I've raised hundreds of thousands with events. For example, with one event I organized in 2007, I raised \$75,000 with a gala and auction event that had raised \$65,000'.

This is just one way you can set up your website to address people on different parts of the ladder.

Designing your website for conversions

What are conversions? A conversion is whenever a website user takes the action that you want, whether it's buying your goods or services, donating to you, signing up for your e-newsletter, sharing your links with friends, and more. The diagram below is called the Google Heat Map. It shows where people are most likely to look for useful information on your website.

How does it work? When you look at a website, Google has determined (using eye studies) that there are certain places that people automatically look, (the hot spots) and there are certain places that they skip over, as those are usually where ads are placed. Those are the cold spots. When you want someone to do something on your website, like sign up for your e-newsletter, read your latest blog post, or buy your products or services, put your conversion form, most compelling pictures, and incentives into the “hot spots” of the heat map.



Using this map as a model will help you put your information where people will be most likely to read it, and will help you increase people buying on your website.

Here's where you'll notice what a lot of nonprofit websites do incorrectly, and a lot of business websites too. They'll have their donate button or buy button at the far right of the navigation bar, or they'll have it on the bottom right hand or top right of the page. This is the WORST place to put your call to action. Whatever your call to action is, then do yourself a favor and put it where you can make sure people will click on it.

If you'd like to get a LOT more scientific and efficient with your website design, research User Experience design (UX) or User Interface Design (UI). Check out some recorded webinars on eBoostConsulting.com***. You can also try using <http://VisualWebsiteOptimizer.com> or <http://Optimizely.com> to do A/B testing different aspects of your design. A/B testing is taking different parts of your website and changing them for new visitors over a given period of time, to see which changes get you more sales****.

What we just talked about is called Conversion Rate Optimization, aka CRO. This means you have a plan for the person that comes to your website, you figure out what their major objections are, and then you

*** For example, <http://www.eboostconsulting.com/conversion-design-maximizing-site-roi>

****<http://www.smashingmagazine.com/2010/06/24/the-ultimate-guide-to-a-b-testing/>

focus on getting them to give you their email address or buy. Want more conversion tips to get people to buy? Here's a list of 544 tips ****.

What about “Focus Above the Fold?”

With the advent of many different screen sizes on iPads, tablets, iPhones and other mobile devices, focusing above the fold on your website (before people have to scroll down to see more) is becoming a bit dated.

Must Know

You have to think about every kind of question a person can have on levels 1-2 of the ladder, and write to that person. This is where the majority of people are, this is how they will first find you if they're doing a Google search, and this is where you can start to establish your credibility with them.

Must Do

If you haven't already done so, set up your domain, hosting, and Wordpress blog.

1. Buy your Domain. Go to <http://Joker.com> and see if the domain you want is available.
2. Don't go for the cheapest hosting, because it will make your website load slowly, and people will not wait around, and you'll lose sales. The cheapest hosting will also go down much more frequently. People can't buy from you if your website is down. Try Dreamhost or <http://AriesLabs.com>.
3. Go to <http://FreeWPThemes.net> if you'd like a free Wordpress theme. Don't try any other free Wordpress theme websites though, because they can have harmful malware embedded in them. If you want to spend a little money, I recommend the Headway or SimplePress themes.
4. Activate some useful plugins for your new blog. Here is a list of Best Wordpress Plugins that will drive conversions. There is a bigger list in the workbook.
 - Cool Ryan Easy Pop-ups: Pop-Up Opt-in
 - Headspace 2
 - p3 Profiler
 - Wordpress Mobile Pack
 - Yoast Breadcrumbs
 - Network Publisher

What did you learn?

- What is the ladder of engagement?
- How can you create a section on your site that speaks to levels 2-3 of this ladder?
- What kind of web hosting should you buy?
- What's a good platform for your website?

More books to learn about this:

Convert! By Ben Hunt

Cashvertising by Drew Eric Whitman

About the author

Mazarine Treyz

Mazarine helps businesses get more customers and more cash through online marketing. She also helps nonprofits get more donors.

Since 1999, she has written online. Mazarine brings over a decade of experience to online marketing. In her personalized presentations, Mazarine helps people measure social media's impact, convince the boss, come up with new ways to get more out of your social media efforts, figure out what's working to drive customer and donor behavior, and more.



Ms. Treyz has presented for the City of Austin, Oregon Association of Minority Entrepreneurs and the City of Portland, Big Austin, a micro enterprise incubator, as well as at the Scleroderma Foundation National Leadership Conference, Meals on Wheels national webinars, and many others.

Mazarine's presentations have helped clients get featured in major media outlets resulting in thousands in sales and donations, increased attendance at events, increased sales, newsletter subscribers, exposure, affiliate sales, students for teachers, and more. With hands-on, how-to instructions, Mazarine can help your team bring in more customers and more cash for your business.

Visit <http://MazarineTreyz.com> for more information on hiring Mazarine for your next conference, training or webinar. Bulk discounts of this book are available.

What people are saying about Mazarine Treyz's Presentations

“Since taking Mazarine's e-newsletter webinar, my open rate has jumped from 8% to 14%!” -Kenita Pierce-Lewis, H.O.P.E. Inc. Georgia

Excellent presentation, helpful, informative, and motivating! -John Panarese, Executive Director, Animal Rescue League of Fall River, MA”

“Your presentation gave me many fresh ideas that I would like to incorporate into my upcoming mailings. I plan to review my notes and the supplemental materials provided in order to create an “action plan” for the lessons learned. Thank you!” -Amanda Parker, Grants and Development Manager, OPERA America

“Mazarine's webinar gave me TONS of ideas for making our mailing more effective. The opportunity for questions and answers was also extremely valuable! Thanks!” —T.J. Holsen, Development Director, Parents as Teachers of Lake County, Inc. Indiana

“We are a grassroots organization doing our fifth fundraising event next year. Mazarine’s webinar helped us brainstorm who to approach and lots of ways to convince them to sponsor us! Tremendous value! ” -Denise Hawkinson, Ph.D., Board member, Post-Partum Health Alliance

“I was highly impressed with Mazarine’s presentation. She provides practical advice and pertinent information on best practices, how-to strategies and more.” -Karrie Groves Riemer, OP Sack Lunch, Seattle.

“Mazarine's workshop helped me ‘think big’ for a big event. Great resources, fresh ideas and lots of energy. Thank you!” -Leigh Crow, Director, Resource Development, United Way of Forsyth County, GA

“I learned so much from Mazarine’s seminar! I have already put some of her tips into place with great success! It’s definitely a valuable presentation.” -Colleen Payne, Executive Director, Spina Bifida Association of Kentucky

Book Mazarine Treyz to speak at your event or in a custom webinar for your company or organization.

<http://wildsocialmedia.com/contact>