



# Make Your Website an Inbound Marketing Machine

For most companies, their website serves as an online showcase for the business—a virtual brochure detailing products and services offered, highlighting key members of the team, and possibly providing a platform for some e-commerce, perhaps through PayPal.

While that's all well and good, business owners and marketers know deep down that their websites could be doing so much more, just as their competitors are doing.

The question is, what's the best way to attract visitors, convert leads, close deals, and delight your customers so they become eager promoters of your business?

## WHY PEOPLE VISIT

Generally, people visit your website because they:

1. Have an existing relationship with your brand and are looking for specific information such as a phone number, fax, email, downloadable form, etc.
2. Want to buy a product from you or arrange a service.
3. Are seeking specific content and they recognize your brand/business as a leading expert in that area.

## GROWING YOUR “BRAND FANS”

Business owners and marketers need to pay particular attention to Item #3 above.

Distinguishing your brand as the content matter expert/leader in a particular area is often the only thing separating your brand from competitor offerings.

If you're not doing all you can to deliver valuable content to your customers and prospects on a frequent basis via your website (in concert with blogging, social media, and search engine optimization), and then converting those visitors into leads and eventually customers, you're missing out on numerous opportunities to grow a community of lasting, loyal customers and fans around your brand.

This methodology is know as Inbound Marketing, an approach used by 84% of small businesses with demonstrably higher return on investment (ROI) than traditional outbound marketing.



## YOUR WEBSITE: THE CENTER OF YOUR INBOUND MARKETING UNIVERSE

Inbound Marketing describes the best way to attract strangers to your brand and convert them into lasting, loyal customers and brand fans. At the center of this Inbound Marketing universe is your website.

- Strangers learn about your brand through keyword search and blog and social media content.
- They visit your website where they begin to view you as the leader in your space because you provide valuable content they can't get anywhere else.
- Prospects return to your website, blog, and social media pages routinely to consume additional information until, ultimately, they see value in doing business with you and become paying customers.
- Your satisfied customers and "brand fans" eagerly to promote your business to others.

## WEBSITE PLANNING CHECKLIST

The success of Inbound Marketing depends on the presence of a highly-functional website that offers valuable content and a great user experience. Your website anchors your online presence and is the hub around which all of your Inbound Marketing efforts revolve.

As such, a successful launch or refresh of an existing website requires more than just putting up a few new web pages. It requires a well-thought out strategy for buy-in, development, execution, measurement, refinement, and maintenance.

Use the **Barrel O'Monkeyz Website Planning Checklist** to guide your thinking about the process.

### 1. Who are my key INTERNAL audiences?

- Stakeholders
- Decision makers
- Marketing & Sales
- Managers
- IT & technology staff
- Operations
- Customer service
- Frontline staff
- Other functional areas

### 2. What do these INTERNAL audiences need to know from me? What do I need to learn from them about how the website will affect their workflow?

- Your website strategy and goals
- Key development and implementation dates
- How the website will affect day-to-day operations, including staff workflow and workload
- How employees prefer to interact with the website or integrate it into their routines
- Anticipated training needs for staff



**3. How can I get them involved in the website development process (and when should I)?**

- Kick-off overview meeting of website strategy and goals
- Routine updates via email, company newsletter, and/or meetings
- Elicit input and feedback to gain buy-in
- Training
- Launch event/celebration

**4. What is the role of my website?**

- Informational/educational
- Selling products and services
- Community/membership building
- Promoting my business
- Lead generation
- All of the above

**5. Who is my key EXTERNAL audience? Am I targeting other businesses or consumers? Demographically, who am I building the website for? What is my typical buyer persona?**

- Age
- Gender
- Profession/title
- Annual income
- Education level
- Marital status
- Where they live
- Where they vacation
- How they make purchase decisions
- Where they get their information

**6. How will I promote the site?**

- Word of mouth, networking, and referrals
- Digital marketing (social media, email, blogging, online ads)
- Traditional marketing (direct mail, radio and TV ads)
- Inbound marketing (search engine optimization and search engine marketing)
- Speaking and presentations
- All of the above

**7. What is my website's call to action? What do I want visitors to do when they visit?**

- Learn about my company
- Buy a product or service
- Sign up for my newsletter or blog
- Watch a video



- Join an online forum or become a member
- Contact my business for information
- Sign up for a free initial consult
- Share my content or tell a friend
- Give me their name and email in return for free information/resources
- All of the above

**8. How will my content engage visitors? What will make them stay at the site? What will make them come back?**

- Q & A forum on topic(s) that are relevant to their needs
- Compelling content (blog, white papers, resources) they can't find elsewhere
- Content that updates regularly (something always new to see or read)
- Free offers, promotions, giveaways
- Videos that are educational, informative, and/or fun to watch

**9. What functions must my website have to meet goals?**

- Blog
- Newsletter subscribe/list-server
- eCommerce/shopping cart
- Staff directory
- Q&A forum
- Video/audio playback or streaming
- Social media sharing links
- All of the above

**10. How will I know the website is successful?**

- Increased market awareness
- More foot traffic and/or phone traffic
- Leads generation and list building
- Increase membership in online community
- Greater revenue from online sources
- Anecdotal evidence from frontline and customer service staff

**11. How will I measure results?**

- Website analytics (such as Google) and other visitor tracking tools
- Keyword analytics
- Customer/market surveys
- Internal visitor tracking and polling

**12. How committed am I (my organization) to making the website a success?**

- Stakeholder/Decision-maker buy-in
- Website is part of company's overall strategy
- Approved budget and timeline
- Dedicated in-house or external web development team
- Plan, budget, and dedicated staff for post-development website maintenance and support



## LET'S GET CREATIVE

Barrel O'Monkeyz is a San Diego-based strategic marketing agency specializing in Sports and Active Lifestyle markets. We serve as a seasoned, outsourced marketing team for companies looking to ramp up sales and launch new products. Our barrel is full of talent and creative arms ready to prove we don't just monkey around!

Contact Barrel O'Monkeyz Today | [monkeyz@barrelomonkeyz.com](mailto:monkeyz@barrelomonkeyz.com)

